

Solihull Poll

CATI Fieldwork : 31st July - 10th August 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	461	539	72	80	119	181	164	381	424	217	120	197	305	140	101	132	24	7	325	97	198	
Weighted base	1000	480	520	90	130	169	189	160	259	307	326	172	153	273	141	113	149	27	5	270	63	250	
Certain to vote	(10)	532	264	268	32	36	77	113	98	173	184	170	82	72	181	70	78	81	14	2	200	37	171
		53%	55%	52%	36%	28%	45%	60%	61%	67%	60%	52%	48%	47%	66%	50%	69%	54%	54%	31%	74%	58%	69%
	(9)	78	31	47	1	16	19	13	9	21	18	34	14	10	17	16	12	11	1	-	16	6	38
		8%	6%	9%	1%	12%	11%	7%	6%	8%	6%	10%	8%	7%	6%	11%	11%	8%	4%	-	6%	10%	15%
	(8)	100	51	50	7	22	17	18	11	26	29	38	13	19	34	19	7	12	7	2	24	10	17
		10%	11%	10%	7%	17%	10%	9%	7%	10%	9%	12%	8%	12%	13%	13%	6%	8%	25%	33%	9%	16%	7%
	(7)	39	24	15	7	12	5	7	3	6	12	13	10	4	10	6	2	7	1	2	9	3	5
		4%	5%	3%	7%	9%	3%	4%	2%	2%	4%	4%	6%	3%	4%	4%	2%	5%	3%	36%	3%	5%	2%
	(6)	31	15	16	7	5	4	5	6	6	10	6	7	6	7	5	2	9	1	-	2	1	5
		3%	3%	3%	7%	4%	2%	2%	3%	2%	3%	2%	4%	4%	2%	4%	2%	6%	3%	-	1%	2%	2%
	(5)	73	26	48	13	9	20	12	9	10	19	18	17	14	13	14	9	13	2	-	8	5	5
		7%	5%	9%	14%	7%	12%	7%	6%	4%	6%	6%	10%	9%	5%	10%	8%	9%	7%	-	3%	8%	2%
	(4)	18	10	9	4	4	3	-	7	-	4	10	2	-	2	5	1	5	-	-	1	-	3
		2%	2%	2%	5%	3%	2%	-	5%	-	1%	3%	1%	-	1%	4%	1%	3%	-	-	*	-	1%
	(3)	25	11	13	2	9	5	3	2	3	2	9	8	5	5	5	3	7	-	-	2	-	2
		2%	2%	3%	2%	7%	3%	2%	1%	1%	1%	3%	5%	4%	2%	4%	2%	5%	-	-	1%	-	1%
	(2)	18	8	10	5	5	1	4	1	2	4	5	5	3	4	1	-	3	1	-	2	-	3
		2%	2%	2%	5%	4%	1%	2%	1%	1%	1%	2%	3%	2%	1%	*	-	2%	4%	-	1%	-	1%
Definitely would not vote	(1)	83	38	44	13	13	17	15	14	11	24	21	13	19	-	-	-	-	-	-	6	1	-
		8%	8%	9%	15%	10%	10%	8%	9%	4%	8%	7%	8%	13%	-	-	-	-	-	-	2%	1%	-
Don't know		2	2	1	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	-	-
		*	*	*	-	-	-	-	-	1%	-	-	1%	*	-	-	-	-	-	-	-	-	-
Mean		7.94	8.03	7.85	6.44	6.92	7.60	8.21	8.12	8.86	8.25	8.07	7.62	7.43	8.97	8.32	9.04	8.23	8.60	8.26	9.16	8.84	9.24
Standard deviation		2.94	2.90	2.98	3.34	3.07	3.05	2.87	2.98	2.26	2.80	2.80	3.03	3.26	1.84	2.21	1.82	2.41	2.02	1.38	1.90	1.79	1.58
Standard error		0.09	0.14	0.13	0.39	0.34	0.28	0.21	0.23	0.12	0.14	0.19	0.28	0.23	0.11	0.19	0.18	0.21	0.41	0.52	0.11	0.18	0.11

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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	461	539	72	80	119	181	164	381	424	217	120	197	305	140	101	132	24	7	325	97	198
Weighted base	1000	480	520	90	130	169	189	160	259	307	326	172	153	273	141	113	149	27	5	270	63	250
Conservative	273 27%	138 29%	135 26%	15 17%	23 18%	48 29%	48 26%	45 28%	92 35%	90 29%	109 34%	29 17%	37 24%	273 100%	-	-	-	-	-	176 65%	3 5%	38 15%
Labour	141 14%	73 15%	68 13%	20 22%	36 28%	32 19%	17 9%	10 7%	23 9%	50 16%	41 13%	20 11%	24 16%	-	141 100%	-	-	-	-	7 3%	41 64%	49 20%
Liberal Democrat	113 11%	47 10%	67 13%	10 11%	7 5%	18 11%	29 15%	17 11%	33 13%	43 14%	40 12%	17 10%	11 7%	-	-	113 100%	-	-	-	4 1%	2 3%	85 34%
The UK Independence Party (UKIP)	149 15%	80 17%	69 13%	10 12%	16 12%	23 13%	35 18%	30 19%	35 14%	27 9%	43 13%	51 30%	22 14%	-	-	-	149 100%	-	-	41 15%	5 8%	34 14%
The Green Party	27 3%	6 1%	20 4%	2 2%	8 6%	4 2%	2 1%	7 5%	3 1%	10 3%	10 3%	-	6 4%	-	-	-	-	27 100%	-	1 *	2 3%	8 3%
The British National Party (BNP)	3 *	2 *	1 *	- -	1 1%	1 1%	- -	- -	1 *	2 1%	- -	- -	1 *	- -	- -	- -	- -	- -	3 54%	1 *	- -	- -
Some other party	2 *	1 *	1 *	- -	- -	- -	- -	1 *	2 1%	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	2 46%	- -	- -	- -
Would not vote	83 8%	38 8%	44 9%	13 15%	13 10%	17 10%	15 8%	14 9%	11 4%	24 8%	21 7%	13 8%	19 13%	-	-	-	-	-	-	6 2%	1 1%	-
Refused	65 6%	28 6%	37 7%	2 2%	3 3%	5 3%	12 6%	11 7%	32 12%	19 6%	15 5%	10 6%	15 10%	-	-	-	-	-	-	11 4%	1 2%	5 2%
Don't know	146 15%	67 14%	79 15%	18 20%	22 17%	21 12%	31 16%	25 15%	29 11%	41 13%	45 14%	32 19%	18 12%	-	-	-	-	-	-	22 8%	8 13%	31 12%

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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	Green	Other	Con	Lab	LibDem
Unweighted base	521	251	270	29	34	62	93	81	220	236	119	59	92	237	97	76	90	16	5	230	62	132
Weighted base	504	252	252	34	56	86	99	79	148	165	177	79	68	206	93	86	96	19	3	187	41	171
Conservative	206	106	100	11	16	34	38	32	74	71	79	23	26	206	-	-	-	-	-	144	3	32
	41%	42%	40%	31%	28%	39%	39%	41%	50%	43%	45%	29%	39%	100%	-	-	-	-	-	77%	7%	18%
Labour	93	45	48	9	21	24	14	9	16	37	28	13	13	-	93	-	-	-	-	5	32	40
	18%	18%	19%	27%	37%	28%	14%	11%	11%	22%	16%	17%	19%	-	100%	-	-	-	-	3%	79%	23%
Liberal Democrat	86	38	48	6	6	10	22	15	28	30	31	15	8	-	-	86	-	-	-	3	2	70
	17%	15%	19%	18%	11%	11%	22%	19%	19%	18%	18%	19%	11%	-	-	100%	-	-	-	2%	4%	41%
The UK Independence Party (UKIP)	96	57	40	7	6	15	24	17	27	17	32	28	17	-	-	-	96	-	-	33	4	23
	19%	23%	16%	20%	11%	17%	24%	22%	18%	10%	18%	35%	25%	-	-	-	100%	-	-	18%	9%	13%
The Green Party	19	4	15	2	7	3	1	5	2	7	7	-	3	-	-	-	-	19	-	1	1	7
	4%	2%	6%	4%	12%	3%	1%	6%	1%	4%	4%	-	5%	-	-	-	-	100%	-	1%	2%	4%
The British National Party (BNP)	2	1	1	-	1	1	-	-	1	1	-	-	1	-	-	-	-	-	2	1	-	-
	*	1%	*	-	1%	1%	-	-	*	1%	-	-	1%	-	-	-	-	-	59%	*	-	-
Some other party	1	1	1	-	-	-	-	*	1	1	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	*	-	-	-	-	1%	1%	*	-	-	1%	-	-	-	-	-	41%	-	-	-

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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	41%
Labour	18%
Liberal Democrat	18%
UKIP	18%
Green	4%
Other	1%

Solihull Poll

CATI Fieldwork : 31st July - 10th August 2014

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	461	539	72	80	119	181	164	381	424	217	120	197	305	140	101	132	24	7	325	97	198
Weighted base	1000	480	520	90	130	169	189	160	259	307	326	172	153	273	141	113	149	27	5	270	63	250
Conservative	258 26%	140 29%	117 23%	20 23%	20 15%	46 27%	44 23%	40 25%	86 33%	83 27%	101 31%	29 17%	36 24%	211 77%	11 8%	2 2%	10 7%	1 2%	2 31%	162 60%	6 10%	27 11%
Labour	110 11%	45 9%	64 12%	17 19%	24 19%	29 17%	13 7%	10 6%	17 7%	45 15%	28 9%	14 8%	20 13%	3 1%	93 66%	4 4%	1 1%	3 10%	-	8 3%	33 52%	27 11%
Liberal Democrat	203 20%	82 17%	121 23%	14 15%	24 19%	33 19%	50 26%	33 20%	48 19%	73 24%	76 23%	29 17%	20 13%	30 11%	20 14%	103 91%	14 9%	1 5%	1 23%	24 9%	9 13%	128 51%
The UK Independence Party (UKIP)	142 14%	79 16%	63 12%	12 13%	16 12%	17 10%	34 18%	30 19%	33 13%	22 7%	35 11%	56 33%	22 14%	11 4%	4 3%	-	115 78%	1 3%	-	35 13%	8 12%	26 10%
The Green Party	42 4%	18 4%	24 5%	3 4%	12 9%	8 4%	2 1%	8 5%	9 4%	11 4%	20 6%	5 3%	5 3%	4 1%	6 5%	2 2%	5 4%	19 71%	-	8 3%	1 2%	17 7%
The British National Party (BNP)	2 *	2 *	-	-	-	-	1 1%	-	1 *	-	2 1%	-	-	-	-	-	1 1%	-	-	2 1%	-	-
Some other party	8 1%	4 1%	4 1%	-	1 1%	1 1%	2 1%	1 1%	3 1%	6 2%	-	-	2 2%	2 1%	1 1%	1 1%	-	-	2 46%	2 1%	-	4 1%
Would not vote	83 8%	38 8%	44 9%	13 15%	13 10%	17 10%	15 8%	14 9%	11 4%	24 8%	21 7%	13 8%	19 13%	-	-	-	-	-	-	6 2%	1 1%	-
Refused	44 4%	20 4%	25 5%	2 2%	-	4 3%	9 5%	9 6%	21 8%	13 4%	11 3%	7 4%	9 6%	-	-	-	-	-	-	3 1%	-	3 1%
Don't know	108 11%	51 11%	57 11%	9 10%	19 15%	13 8%	20 11%	15 9%	30 12%	30 10%	31 10%	19 11%	20 13%	13 5%	5 4%	-	2 2%	2 8%	-	20 7%	6 9%	19 8%

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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	562	264	298	31	36	67	103	90	233	253	129	65	98	231	94	76	89	14	5	240	67	142
Weighted base	545	268	277	37	59	92	111	87	157	177	190	88	74	200	91	86	96	17	3	196	44	181
Conservative	196	106	90	12	14	35	35	31	69	66	76	21	27	163	8	2	7	1	1	135	5	22
	36%	40%	33%	33%	23%	38%	32%	35%	44%	37%	40%	24%	37%	82%	8%	3%	8%	3%	44%	69%	12%	12%
Labour	66	25	41	7	13	17	10	8	11	30	14	8	11	2	58	*	1	2	-	5	25	21
	12%	9%	15%	20%	22%	18%	9%	9%	7%	17%	8%	9%	15%	1%	64%	*	1%	10%	-	2%	57%	12%
Liberal Democrat	151	61	90	8	18	23	37	24	41	55	58	20	15	23	15	81	8	1	1	19	7	103
	28%	23%	33%	22%	30%	25%	33%	27%	26%	31%	30%	23%	20%	12%	17%	93%	8%	5%	15%	10%	16%	57%
The UK Independence Party (UKIP)	91	57	34	7	4	11	24	19	26	13	25	34	16	8	3	-	74	1	-	28	6	18
	17%	21%	12%	19%	6%	12%	22%	22%	16%	7%	13%	38%	21%	4%	3%	-	78%	4%	-	14%	14%	10%
The Green Party	32	14	19	3	10	6	2	5	8	9	15	4	3	2	6	2	5	13	-	6	1	14
	6%	5%	7%	7%	16%	6%	2%	5%	5%	5%	8%	5%	4%	1%	6%	2%	5%	77%	-	3%	2%	8%
The British National Party (BNP)	2	2	-	-	-	-	1	-	1	-	2	-	-	-	-	-	1	-	-	2	-	-
	*	1%	-	-	-	-	1%	-	1%	-	1%	-	-	-	-	-	1%	-	-	1%	-	-
Some other party	6	3	3	-	1	1	1	1	2	5	-	-	2	2	1	1	-	-	1	2	-	3
	1%	1%	1%	-	2%	1%	1%	1%	1%	3%	-	-	2%	1%	1%	1%	-	-	41%	1%	-	2%

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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	37%
Labour	12%
Liberal Democrat	28%
UKIP	16%
Green	6%
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	461	539	72	80	119	181	164	381	424	217	120	197	305	140	101	132	24	7	325	97	198
Weighted base	1000	480	520	90	130	169	189	160	259	307	326	172	153	273	141	113	149	27	5	270	63	250
I would not vote UKIP	583	276	308	58	88	109	92	87	147	212	200	68	86	192	120	91	-	21	2	158	45	174
	58%	57%	59%	65%	68%	65%	48%	54%	57%	69%	61%	39%	56%	71%	85%	81%	-	80%	44%	59%	71%	70%
I would not vote Labour	549	258	290	30	53	83	115	103	163	158	190	98	82	220	-	69	118	13	2	225	7	117
	55%	54%	56%	34%	41%	49%	61%	64%	63%	51%	58%	57%	54%	81%	-	61%	80%	48%	41%	83%	11%	47%
I would not vote Liberal Democrat	512	265	247	45	79	82	91	77	137	145	164	98	87	180	85	-	107	11	3	189	35	67
	51%	55%	47%	50%	61%	48%	48%	48%	53%	47%	50%	57%	57%	66%	61%	-	72%	41%	64%	70%	55%	27%
I would not vote Conservative	385	175	210	43	64	63	80	56	79	112	107	89	59	-	99	64	91	19	1	24	40	134
	38%	36%	40%	48%	49%	37%	42%	35%	30%	37%	33%	52%	38%	-	71%	56%	61%	70%	24%	9%	62%	54%
None of these - I would potentially vote for all of them	69	32	37	7	5	16	18	10	12	19	18	13	11	6	7	3	13	3	1	10	4	8
	7%	7%	7%	8%	4%	9%	10%	6%	5%	6%	6%	8%	7%	2%	5%	3%	9%	10%	13%	4%	6%	3%
Don't know	23	9	14	3	-	2	6	2	10	6	8	2	5	-	2	-	-	-	-	1	1	1
	2%	2%	3%	3%	-	1%	3%	1%	4%	2%	2%	1%	3%	-	1%	-	-	-	-	*	1%	*

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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	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	461	539	72	80	119	181	164	381	424	217	120	197	305	140	101	132	24	7	325	97	198	
Weighted base	1000	480	520	90	130	169	189	160	259	307	326	172	153	273	141	113	149	27	5	270	63	250	
NET: Well	722	388	334	58	84	121	139	118	200	239	249	113	102	244	85	94	98	11	4	227	37	205	
	72%	81%	64%	64%	65%	71%	74%	74%	77%	78%	76%	66%	66%	89%	61%	83%	66%	41%	75%	84%	59%	82%	
Very well	(4)	54	37	17	1	2	6	11	12	23	16	21	7	9	24	5	7	4	2	-	19	3	17
		5%	8%	3%	1%	1%	3%	6%	8%	9%	5%	6%	4%	6%	9%	4%	6%	3%	7%	-	7%	4%	7%
Quite well	(3)	668	351	317	57	82	115	129	106	177	223	229	106	93	220	80	87	94	9	4	208	35	189
		67%	73%	61%	63%	64%	68%	68%	66%	68%	73%	70%	62%	61%	81%	57%	77%	63%	34%	75%	77%	55%	76%
Quite badly	(2)	190	63	127	22	30	38	35	30	35	50	56	37	35	23	45	14	35	11	1	31	18	37
		19%	13%	24%	24%	23%	22%	18%	19%	14%	16%	17%	21%	23%	8%	32%	13%	23%	41%	25%	11%	29%	15%
Very badly	(1)	56	18	38	9	12	7	9	8	11	13	17	11	8	2	9	2	12	4	-	8	6	4
		6%	4%	7%	10%	9%	4%	4%	5%	4%	4%	5%	6%	5%	1%	6%	2%	8%	16%	-	3%	9%	1%
NET: Badly		246	81	165	30	42	45	43	38	47	64	73	47	43	25	53	17	47	15	1	38	24	41
		25%	17%	32%	34%	32%	26%	23%	24%	18%	21%	22%	27%	28%	9%	38%	15%	31%	56%	25%	14%	37%	16%
Don't know		32	11	21	2	3	4	7	4	13	4	3	12	9	4	2	2	4	1	-	4	2	3
		3%	2%	4%	2%	3%	2%	4%	2%	5%	1%	1%	7%	6%	2%	2%	2%	2%	3%	-	2%	3%	1%
Mean		2.74	2.87	2.63	2.57	2.59	2.72	2.77	2.78	2.86	2.80	2.78	2.68	2.71	2.99	2.59	2.89	2.62	2.33	2.75	2.90	2.56	2.89
Standard deviation		0.65	0.59	0.67	0.68	0.69	0.59	0.62	0.66	0.63	0.60	0.63	0.66	0.66	0.45	0.66	0.52	0.68	0.84	0.48	0.54	0.72	0.52
Standard error		0.02	0.03	0.03	0.08	0.08	0.06	0.05	0.05	0.03	0.03	0.04	0.06	0.05	0.03	0.06	0.05	0.06	0.18	0.18	0.03	0.07	0.04

Solihull Poll

CATI Fieldwork : 31st July - 10th August 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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	461	539	72	80	119	181	164	381	424	217	120	197	305	140	101	132	24	7	325	97	198
Weighted base	1000	480	520	90	130	169	189	160	259	307	326	172	153	273	141	113	149	27	5	270	63	250
NET: Well	739	385	354	74	91	122	126	124	199	244	259	117	99	243	89	88	99	16	3	217	42	198
	74%	80%	68%	83%	70%	72%	67%	78%	77%	80%	80%	68%	64%	89%	64%	78%	67%	60%	63%	80%	66%	79%
Very well	(4) 68	47	22	3	6	9	14	11	25	24	25	8	10	22	7	8	8	-	*	23	2	16
	7%	10%	4%	4%	5%	5%	7%	7%	10%	8%	8%	5%	6%	8%	5%	7%	5%	-	9%	9%	4%	6%
Quite well	(3) 671	339	332	71	85	112	112	113	174	221	234	109	89	221	83	80	91	16	3	194	39	182
	67%	71%	64%	79%	66%	66%	59%	71%	67%	72%	72%	63%	58%	81%	59%	71%	62%	60%	54%	72%	62%	73%
Quite badly	(2) 183	67	116	9	26	39	46	25	39	49	50	40	31	24	41	20	31	8	2	42	17	43
	18%	14%	22%	10%	20%	23%	24%	16%	15%	16%	15%	23%	20%	9%	29%	17%	21%	31%	37%	16%	26%	17%
Very badly	(1) 55	18	36	5	11	7	14	9	9	8	14	13	15	3	8	2	16	2	-	7	5	5
	5%	4%	7%	6%	8%	4%	7%	6%	4%	3%	4%	7%	10%	1%	6%	2%	11%	9%	-	3%	7%	2%
NET: Badly	237	85	152	14	36	45	59	34	48	57	64	53	46	27	50	22	47	11	2	49	21	48
	24%	18%	29%	16%	28%	27%	31%	22%	19%	19%	20%	31%	30%	10%	35%	19%	31%	40%	37%	18%	34%	19%
Don't know	23	9	14	2	2	3	4	1	12	5	2	2	8	2	2	3	3	-	-	4	-	3
	2%	2%	3%	2%	1%	2%	2%	1%	5%	2%	1%	1%	6%	1%	1%	3%	2%	-	-	1%	-	1%
Mean	2.77	2.88	2.67	2.82	2.68	2.75	2.68	2.79	2.87	2.86	2.84	2.66	2.64	2.97	2.63	2.86	2.62	2.51	2.72	2.88	2.63	2.85
Standard deviation	0.65	0.62	0.67	0.59	0.70	0.62	0.72	0.65	0.63	0.58	0.62	0.69	0.76	0.47	0.67	0.55	0.75	0.67	0.68	0.58	0.68	0.55
Standard error	0.02	0.03	0.03	0.07	0.08	0.06	0.05	0.05	0.03	0.03	0.04	0.06	0.06	0.03	0.06	0.06	0.07	0.14	0.26	0.03	0.07	0.04

Solihull Poll

CATI Fieldwork : 31st July - 10th August 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	461	539	72	80	119	181	164	381	424	217	120	197	305	140	101	132	24	7	325	97	198
Weighted base	1000	480	520	90	130	169	189	160	259	307	326	172	153	273	141	113	149	27	5	270	63	250
I am satisfied with the job David Cameron is doing overall as Prime Minister	391 39%	188 39%	203 39%	38 42%	46 36%	65 38%	60 32%	59 37%	122 47%	124 40%	144 44%	53 31%	58 38%	177 65%	25 18%	45 40%	31 21%	6 22%	3 63%	155 57%	14 22%	86 35%
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	307 31%	150 31%	157 30%	29 33%	31 24%	64 38%	61 32%	59 37%	61 23%	94 31%	109 33%	50 29%	40 26%	90 33%	29 20%	32 28%	69 47%	5 19%	1 12%	96 36%	12 19%	78 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.	197 20%	92 19%	106 20%	16 18%	40 31%	30 18%	43 23%	25 16%	42 16%	63 21%	49 15%	43 25%	37 24%	4 1%	84 60%	30 26%	29 19%	12 45%	- -	11 4%	35 55%	69 27%
Refused	26 3%	13 3%	13 2%	- -	4 3%	2 1%	5 3%	3 2%	12 5%	5 2%	7 2%	5 3%	4 3%	- -	- -	1 1%	2 1%	1 2%	- -	1 *	- -	4 2%
Don't know	79 8%	38 8%	42 8%	7 7%	9 7%	9 5%	19 10%	13 8%	22 9%	21 7%	16 5%	21 12%	14 9%	1 *	3 2%	5 4%	18 12%	3 12%	1 25%	7 3%	2 4%	13 5%

Solihull Poll

CATI Fieldwork : 31st July - 10th August 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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	461	539	72	80	119	181	164	381	424	217	120	197	305	140	101	132	24	7	325	97	198
Weighted base	1000	480	520	90	130	169	189	160	259	307	326	172	153	273	141	113	149	27	5	270	63	250
The Conservatives	328	149	179	13	37	63	87	59	66	108	117	50	43	113	37	35	51	10	2	109	16	83
	33%	31%	34%	15%	29%	37%	46%	37%	25%	35%	36%	29%	28%	41%	26%	31%	34%	39%	35%	40%	25%	33%
The Liberal Democrat	233	108	125	14	30	37	57	34	60	84	67	42	32	65	30	46	27	7	1	60	16	79
	23%	22%	24%	16%	23%	22%	30%	21%	23%	27%	21%	24%	21%	24%	21%	41%	18%	28%	25%	22%	26%	32%
Labour	108	36	72	10	13	18	25	13	28	33	33	16	17	29	18	19	10	5	1	29	10	27
	11%	8%	14%	11%	10%	11%	13%	8%	11%	11%	10%	9%	11%	11%	13%	17%	7%	17%	12%	11%	16%	11%
The UK Independence Party (UKIP)	71	27	44	6	17	15	10	12	11	16	31	8	9	13	10	10	13	1	-	17	5	17
	7%	6%	8%	6%	13%	9%	5%	7%	4%	5%	9%	5%	6%	5%	7%	9%	9%	5%	-	6%	8%	7%
None of them	498	254	244	63	74	74	69	73	144	148	172	80	79	123	78	42	74	13	3	120	32	114
	50%	53%	47%	70%	57%	44%	36%	46%	56%	48%	53%	46%	52%	45%	55%	38%	50%	50%	52%	45%	51%	46%
Don't know	14	-	14	1	1	4	1	1	6	3	2	5	4	5	1	2	2	-	-	3	1	4
	1%	-	3%	1%	1%	2%	1%	1%	2%	1%	1%	3%	3%	2%	1%	1%	1%	-	-	1%	2%	2%

Solihull Poll

CATI Fieldwork : 31st July - 10th August 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	461	539	72	80	119	181	164	381	424	217	120	197	305	140	101	132	24	7	325	97	198
Weighted base	1000	480	520	90	130	169	189	160	259	307	326	172	153	273	141	113	149	27	5	270	63	250
A Conservative government	394 39%	204 43%	190 37%	30 33%	30 23%	71 42%	62 33%	75 47%	125 48%	118 38%	147 45%	53 31%	61 40%	233 85%	5 3%	9 8%	63 42%	3 12%	2 40%	212 79%	6 10%	54 22%
A Labour government	170 17%	76 16%	94 18%	26 29%	39 30%	27 16%	28 15%	19 12%	31 12%	60 19%	38 12%	37 22%	29 19%	3 1%	94 67%	7 6%	30 20%	6 22%	- -	12 5%	35 56%	42 17%
A coalition between the Conservatives and the Liberal Democrats	168 17%	68 14%	100 19%	7 7%	25 19%	31 19%	39 20%	25 16%	42 16%	53 17%	61 19%	30 17%	19 12%	35 13%	9 6%	58 51%	22 15%	5 19%	- -	32 12%	4 6%	78 31%
A coalition between Labour and the Liberal Democrats	108 11%	52 11%	57 11%	8 9%	17 13%	22 13%	25 13%	11 7%	23 9%	36 12%	38 12%	18 10%	15 10%	1 *	27 19%	34 30%	11 7%	10 39%	2 47%	4 1%	11 18%	52 21%
Don't know	159 16%	80 17%	79 15%	19 21%	18 14%	19 11%	35 19%	29 18%	39 15%	40 13%	41 13%	35 20%	30 20%	1 *	5 4%	5 5%	24 16%	2 8%	1 13%	10 4%	7 11%	24 10%

Solihull Poll
CATI Fieldwork : 31st July - 10th August 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	461 46%	480 48%
Female	539 54%	520 52%

Solihull Poll
CATI Fieldwork : 31st July - 10th August 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	72 7%	90 9%
25-34	80 8%	130 13%
35-44	119 12%	169 17%
45-54	181 18%	189 19%
55-64	164 16%	160 16%
65 or older	381 38%	259 26%
Refused	3 *	3 *

Solihull Poll
CATI Fieldwork : 31st July - 10th August 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	131 13%	93 9%
B	293 29%	213 21%
C1	217 22%	326 33%
C2	120 12%	172 17%
D	54 5%	50 5%
E	143 14%	103 10%
Refused	42 4%	42 4%

Solihull Poll
CATI Fieldwork : 31st July - 10th August 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	325 33%	270 27%
Labour	97 10%	63 6%
Liberal Democrats	198 20%	250 25%
Another party	29 3%	33 3%
Did not vote	243 24%	282 28%
Refused	66 7%	55 6%
Don't know	42 4%	47 5%