

Halesowen & Rowley Regis Poll

CATI Fieldwork : 24th September - 3rd October 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	452	548	70	119	153	191	183	283	358	231	157	205	245	257	19	180	21	13	288	217	72	
Weighted base	1000	489	511	107	152	176	173	154	237	163	293	237	258	215	256	17	180	25	11	239	206	81	
Certain to vote	(10)	492	254	237	23	52	85	88	95	150	98	158	94	121	142	153	8	105	15	4	164	145	59
		49%	52%	46%	21%	34%	49%	51%	61%	63%	60%	54%	40%	47%	66%	60%	47%	58%	62%	34%	69%	70%	73%
	(9)	63	29	34	5	13	6	18	4	17	9	19	22	10	20	17	2	13	2	1	29	13	5
		6%	6%	7%	5%	9%	3%	10%	3%	7%	6%	6%	9%	4%	9%	6%	11%	7%	8%	10%	12%	6%	6%
	(8)	94	39	55	14	20	11	19	9	21	14	26	24	27	21	23	-	18	4	2	23	25	8
		9%	8%	11%	13%	13%	6%	11%	6%	9%	9%	9%	10%	10%	10%	9%	-	10%	16%	22%	9%	12%	10%
	(7)	48	22	25	10	11	6	5	10	5	6	10	16	12	5	13	2	12	-	1	8	4	2
		5%	5%	5%	9%	7%	4%	3%	7%	2%	4%	3%	7%	5%	2%	5%	9%	7%	-	11%	3%	2%	3%
	(6)	36	23	13	8	4	10	5	2	8	2	9	10	10	7	14	-	5	-	-	5	2	1
		4%	5%	3%	8%	2%	6%	3%	1%	3%	1%	3%	4%	4%	3%	6%	-	3%	-	-	2%	1%	2%
	(5)	87	34	53	13	20	11	15	13	15	12	23	19	29	10	23	1	21	1	2	6	10	2
		9%	7%	10%	12%	13%	6%	9%	8%	6%	7%	8%	8%	11%	5%	9%	8%	12%	5%	15%	3%	5%	2%
	(4)	21	8	13	4	4	8	3	1	1	4	6	4	6	6	6	4	2	-	1	-	2	-
		2%	2%	3%	4%	3%	4%	2%	1%	*	2%	2%	2%	2%	3%	2%	22%	1%	-	5%	-	1%	-
	(3)	26	16	10	6	5	4	2	6	2	5	10	6	4	4	3	1	3	2	*	*	3	2
		3%	3%	2%	6%	4%	3%	1%	4%	1%	3%	3%	3%	2%	2%	1%	3%	2%	7%	4%	*	1%	2%
	(2)	15	10	6	4	2	4	1	2	1	3	4	3	3	-	4	-	2	1	-	1	-	1
		2%	2%	1%	4%	2%	2%	1%	2%	*	2%	1%	1%	1%	-	2%	-	1%	2%	-	*	-	1%
Definitely would not vote	(1)	117	55	62	19	21	30	17	12	16	11	28	38	36	-	-	-	-	-	3	1	1	
		12%	11%	12%	18%	14%	17%	10%	8%	7%	7%	10%	16%	14%	-	-	-	-	-	1%	1%	1%	
Refused		1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
		*	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know		1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	
		*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	
Mean		7.54	7.63	7.46	5.95	6.89	7.03	7.91	8.04	8.51	8.17	7.80	7.08	7.30	8.99	8.59	7.70	8.59	8.68	7.82	9.22	9.12	9.16
Standard deviation		3.18	3.18	3.17	3.23	3.22	3.54	2.96	3.00	2.62	2.86	3.09	3.34	3.27	1.79	2.10	2.71	2.06	2.33	2.26	1.58	1.72	1.83
Standard error		0.10	0.15	0.14	0.39	0.30	0.29	0.21	0.22	0.16	0.15	0.20	0.27	0.23	0.11	0.13	0.62	0.15	0.51	0.63	0.09	0.12	0.22

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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	452	548	70	119	153	191	183	283	358	231	157	205	245	257	19	180	21	13	288	217	72
Weighted base	1000	489	511	107	152	176	173	154	237	163	293	237	258	215	256	17	180	25	11	239	206	81
Conservative	215 21%	108 22%	107 21%	17 15%	32 21%	40 23%	39 22%	24 16%	64 27%	44 27%	79 27%	41 17%	41 16%	215 100%	-	-	-	-	-	135 57%	15 7%	15 18%
Labour	256 26%	115 23%	141 28%	28 26%	54 36%	42 24%	36 21%	40 26%	57 24%	50 31%	71 24%	51 22%	74 29%	-	256 100%	-	-	-	-	10 4%	143 69%	28 35%
Liberal Democrat	17 2%	8 2%	9 2%	-	1 1%	4 2%	3 2%	7 5%	2 1%	5 3%	1 *	5 2%	6 2%	-	-	17 100%	-	-	-	*	2 1%	8 10%
The UK Independence Party (UKIP)	180 18%	101 21%	79 15%	13 12%	18 12%	30 17%	40 23%	35 23%	43 18%	27 17%	56 19%	50 21%	41 16%	-	-	-	180 100%	-	-	56 23%	26 13%	9 11%
The Green Party	25 2%	15 3%	9 2%	5 5%	3 2%	7 4%	5 3%	1 1%	2 1%	5 3%	12 4%	5 2%	2 1%	-	-	-	-	25 100%	-	2 1%	3 2%	13 16%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	11 1%	4 1%	7 1%	-	2 1%	-	4 2%	3 2%	2 1%	3 2%	1 1%	5 2%	1 *	-	-	-	-	-	11 100%	2 1%	1 1%	1 1%
Would not vote	117 12%	55 11%	62 12%	19 18%	21 14%	30 17%	17 10%	12 8%	16 7%	11 7%	28 10%	38 16%	36 14%	-	-	-	-	-	-	3 1%	1 1%	1 1%
Refused	57 6%	31 6%	26 5%	-	4 3%	7 4%	8 5%	13 8%	25 10%	7 4%	13 4%	12 5%	17 7%	-	-	-	-	-	-	5 2%	3 1%	-
Don't know	122 12%	52 11%	71 14%	26 24%	16 10%	16 9%	20 12%	19 12%	26 11%	12 7%	30 10%	30 13%	40 15%	-	-	-	-	-	-	26 11%	12 6%	7 8%

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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	534	256	278	24	57	76	111	104	163	217	131	73	96	190	182	12	128	15	7	213	158	52
Weighted base	500	253	247	36	69	83	95	83	133	97	162	109	114	163	178	10	125	18	6	169	152	60
Conservative	163	82	81	10	21	29	30	21	52	35	59	29	34	163	-	-	-	-	-	112	11	13
	33%	32%	33%	26%	30%	35%	32%	25%	39%	36%	37%	26%	30%	100%	-	-	-	-	-	66%	7%	21%
Labour	178	79	99	15	32	29	30	30	42	35	54	33	50	-	178	-	-	-	-	8	115	23
	36%	31%	40%	42%	46%	34%	32%	36%	31%	36%	33%	30%	44%	-	100%	-	-	-	-	5%	76%	39%
Liberal Democrat	10	5	5	-	1	1	2	5	2	4	*	4	2	-	-	10	-	-	-	*	*	7
	2%	2%	2%	-	1%	2%	2%	5%	1%	4%	*	4%	2%	-	-	100%	-	-	-	*	*	12%
The UK Independence Party (UKIP)	125	74	51	8	12	20	27	25	34	19	39	37	25	-	-	-	125	-	-	46	21	5
	25%	29%	21%	21%	17%	24%	28%	30%	25%	20%	24%	34%	22%	-	-	-	100%	-	-	27%	14%	9%
The Green Party	18	10	8	4	3	3	5	1	2	3	9	4	2	-	-	-	-	18	-	1	3	11
	4%	4%	3%	11%	4%	4%	5%	1%	1%	3%	5%	4%	2%	-	-	-	-	100%	-	1%	2%	18%
Some other party	6	3	4	-	1	-	2	1	2	1	1	2	1	-	-	-	-	-	6	1	1	*
	1%	1%	1%	-	2%	-	2%	1%	2%	1%	1%	2%	1%	-	-	-	-	-	100%	1%	1%	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	34%
Labour	35%
Liberal Democrat	2%
UKIP	24%
Green	3%
Other	1%

Halesowen & Rowley Regis Poll

CATI Fieldwork : 24th September - 3rd October 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	452	548	70	119	153	191	183	283	358	231	157	205	245	257	19	180	21	13	288	217	72
Weighted base	1000	489	511	107	152	176	173	154	237	163	293	237	258	215	256	17	180	25	11	239	206	81
Conservative	230 23%	111 23%	119 23%	16 15%	34 22%	36 20%	46 26%	24 15%	74 31%	46 28%	81 28%	51 21%	45 18%	192 89%	6 2%	2 10%	10 6%	- -	4 38%	149 62%	18 9%	13 16%
Labour	258 26%	120 25%	138 27%	32 30%	49 32%	46 26%	34 20%	40 26%	56 24%	50 31%	71 24%	50 21%	78 30%	6 3%	232 91%	2 10%	3 2%	1 5%	- -	11 5%	143 69%	27 34%
Liberal Democrat	13 1%	5 1%	7 1%	2 2%	1 1%	2 1%	3 2%	2 1%	2 1%	4 3%	1 *	3 1%	3 1%	- -	* *	10 59%	- -	- -	- -	2 1%	2 1%	5 6%
The UK Independence Party (UKIP)	183 18%	101 21%	83 16%	17 16%	20 13%	32 18%	37 21%	39 25%	38 16%	27 16%	55 19%	53 22%	42 16%	4 2%	8 3%	- -	159 88%	- -	3 29%	47 20%	25 12%	10 12%
The Green Party	33 3%	19 4%	14 3%	5 5%	7 4%	10 6%	8 5%	2 1%	1 1%	4 3%	15 5%	7 3%	7 3%	2 1%	3 1%	2 9%	- -	22 89%	- -	2 1%	5 3%	15 18%
The British National Party (BNP)	3 *	3 1%	- -	- -	2 1%	- -	- -	1 1%	- -	- -	- -	2 1%	1 1%	- -	- -	1 8%	- -	- -	- -	- -	- -	- -
Some other party	4 *	1 *	3 1%	- -	1 *	- -	2 1%	- -	2 1%	1 1%	- -	1 1%	1 *	- -	- -	- -	1 1%	- -	2 18%	- -	- -	1 1%
Would not vote	117 12%	55 11%	62 12%	19 18%	21 14%	30 17%	17 10%	12 8%	16 7%	11 7%	28 10%	38 16%	36 14%	- -	- -	- -	- -	- -	- -	3 1%	1 1%	1 1%
Refused	39 4%	20 4%	18 4%	- -	- -	6 3%	7 4%	9 6%	17 7%	3 2%	14 5%	8 3%	7 3%	- -	- -	- -	- -	- -	- -	5 2%	- -	- -
Don't know	120 12%	54 11%	66 13%	15 14%	17 11%	14 8%	17 10%	25 16%	32 13%	17 10%	28 10%	24 10%	38 15%	11 5%	6 3%	1 4%	7 4%	2 6%	2 15%	19 8%	13 6%	10 12%

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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	541	259	282	26	57	77	114	102	164	217	130	76	101	182	178	10	122	14	7	217	159	50
Weighted base	509	257	253	40	71	86	97	81	134	97	161	114	121	155	175	9	120	17	6	173	151	57
Conservative	172	82	91	9	22	28	34	20	59	36	61	34	37	146	3	2	8	-	3	123	13	10
	34%	32%	36%	24%	31%	33%	35%	25%	44%	38%	38%	30%	31%	94%	2%	16%	7%	-	48%	71%	9%	18%
Labour	180	86	94	16	30	30	29	31	44	36	53	31	53	3	164	2	3	1	-	9	113	23
	35%	33%	37%	40%	43%	35%	30%	38%	33%	37%	33%	27%	44%	2%	94%	16%	2%	6%	-	5%	75%	40%
Liberal Democrat	7	3	4	1	1	1	2	1	2	3	*	2	1	-	*	5	-	-	-	1	*	4
	1%	1%	1%	3%	1%	1%	2%	1%	1%	4%	*	2%	1%	-	*	58%	-	-	-	1%	*	7%
The UK Independence Party (UKIP)	125	72	52	9	13	22	25	27	28	18	36	40	25	4	5	-	109	-	2	39	20	7
	24%	28%	21%	23%	18%	26%	26%	34%	21%	19%	22%	35%	21%	3%	3%	-	91%	-	28%	22%	13%	13%
The Green Party	23	12	11	4	4	6	7	1	1	3	11	6	4	2	3	1	-	16	-	2	5	13
	5%	5%	5%	10%	6%	6%	7%	2%	1%	3%	7%	5%	3%	1%	2%	7%	-	94%	-	1%	3%	22%
The British National Party (BNP)	1	1	-	-	1	-	-	*	-	-	-	1	*	-	-	*	-	-	-	-	-	-
	*	*	-	-	1%	-	-	*	-	-	-	1%	*	-	-	2%	-	-	-	-	-	-
Some other party	2	1	*	-	*	-	1	-	1	1	-	*	*	-	-	-	*	-	1	-	-	*
	*	1%	*	-	*	-	1%	-	1%	1%	-	*	*	-	-	-	*	-	23%	-	-	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	34%
Labour	35%
Liberal Democrat	2%
UKIP	24%
Green	4%
Other	1%

Halesowen & Rowley Regis 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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	70	119	153	191	183	283	358	231	157	205	245	257	19	180	21	13	288	217	72
Weighted base	1000	489	511	107	152	176	173	154	237	163	293	237	258	215	256	17	180	25	11	239	206	81
I would not vote Liberal Democrat	672 67%	341 70%	332 65%	59 55%	99 65%	129 73%	120 69%	90 58%	175 74%	113 69%	207 71%	150 63%	176 68%	155 72%	186 73%	- -	149 83%	17 68%	9 78%	185 78%	149 72%	48 59%
I would not vote UKIP	496 50%	227 46%	269 53%	59 55%	76 50%	102 58%	77 45%	70 45%	111 47%	99 61%	152 52%	98 42%	124 48%	151 71%	190 74%	11 65%	- -	25 100%	4 37%	115 48%	137 66%	52 65%
I would not vote Conservative	490 49%	249 51%	242 47%	57 53%	79 52%	93 53%	84 49%	82 53%	95 40%	75 46%	134 46%	115 49%	144 56%	- -	200 78%	8 49%	126 70%	22 90%	5 46%	44 19%	155 75%	46 56%
I would not vote Labour	433 43%	229 47%	205 40%	31 29%	53 35%	84 48%	89 52%	66 43%	109 46%	72 44%	137 47%	112 48%	95 37%	150 70%	- -	7 38%	138 76%	11 44%	8 74%	176 74%	24 12%	27 33%
None of these - I would potentially vote for all of them	105 10%	55 11%	50 10%	14 13%	26 17%	13 7%	15 9%	15 10%	22 9%	12 7%	31 10%	24 10%	30 12%	8 4%	19 8%	2 9%	6 3%	- -	- -	10 4%	11 5%	6 8%
Don't know	27 3%	13 3%	14 3%	3 3%	4 2%	4 2%	2 1%	5 3%	9 4%	2 1%	9 3%	7 3%	7 3%	2 1%	- -	- -	4 2%	- -	- -	3 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	452	548	70	119	153	191	183	283	358	231	157	205	245	257	19	180	21	13	288	217	72	
Weighted base	1000	489	511	107	152	176	173	154	237	163	293	237	258	215	256	17	180	25	11	239	206	81	
NET: Well	576	325	251	67	94	88	104	89	135	103	192	124	132	176	143	10	76	17	4	176	111	51	
	58%	66%	49%	62%	62%	50%	60%	57%	57%	63%	65%	52%	51%	82%	56%	59%	42%	69%	32%	74%	54%	63%	
Very well	(4)	43	36	7	5	8	9	5	7	10	7	13	13	8	16	10	3	4	-	1	15	7	4
		4%	7%	1%	5%	5%	5%	3%	4%	4%	4%	5%	6%	3%	7%	4%	19%	2%	-	10%	6%	3%	5%
Quite well	(3)	533	289	244	62	86	79	99	82	125	97	178	111	124	160	133	7	72	17	2	161	104	47
		53%	59%	48%	58%	57%	45%	57%	53%	53%	59%	61%	47%	48%	74%	52%	40%	40%	69%	22%	67%	51%	59%
Quite badly	(2)	305	120	185	34	47	60	56	48	60	50	82	78	86	29	78	7	85	7	6	51	71	24
		31%	25%	36%	32%	31%	34%	33%	31%	26%	30%	28%	33%	33%	13%	30%	41%	47%	29%	51%	21%	34%	29%
Very badly	(1)	84	35	49	6	6	24	10	15	23	6	10	29	30	5	24	-	17	*	1	4	21	3
		8%	7%	10%	6%	4%	14%	6%	10%	10%	4%	3%	12%	11%	2%	9%	-	10%	2%	13%	2%	10%	3%
NET: Badly		389	155	235	40	53	84	66	63	84	56	93	107	115	33	102	7	102	8	7	55	92	26
		39%	32%	46%	38%	35%	48%	38%	41%	35%	34%	32%	45%	45%	16%	40%	41%	57%	31%	64%	23%	45%	33%
Don't know		35	10	25	-	6	4	3	3	18	4	9	6	11	6	11	-	2	-	*	8	3	3
		3%	2%	5%	-	4%	2%	1%	2%	8%	2%	3%	3%	4%	3%	4%	-	1%	-	4%	3%	2%	4%
Mean		2.55	2.68	2.43	2.61	2.65	2.42	2.58	2.53	2.56	2.65	2.69	2.47	2.45	2.89	2.53	2.78	2.36	2.67	2.31	2.81	2.47	2.67
Standard deviation		0.71	0.72	0.69	0.66	0.64	0.79	0.65	0.74	0.74	0.63	0.62	0.78	0.75	0.54	0.73	0.77	0.69	0.52	0.87	0.57	0.72	0.63
Standard error		0.02	0.03	0.03	0.08	0.06	0.07	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.04	0.05	0.18	0.05	0.11	0.25	0.03	0.05	0.08

Halesowen & Rowley Regis 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	452	548	70	119	153	191	183	283	358	231	157	205	245	257	19	180	21	13	288	217	72	
Weighted base	1000	489	511	107	152	176	173	154	237	163	293	237	258	215	256	17	180	25	11	239	206	81	
NET: Well	602	323	279	81	93	94	103	87	142	111	197	140	129	172	143	12	89	16	4	173	117	50	
		60%	55%	76%	61%	53%	60%	56%	60%	68%	67%	59%	50%	80%	56%	71%	49%	66%	39%	72%	57%	61%	
Very well	(4)	51	32	19	3	9	14	7	8	9	12	12	15	15	13	5	5	-	1	17	8	4	
		5%	6%	4%	3%	6%	8%	4%	5%	4%	4%	5%	6%	7%	5%	30%	3%	-	10%	7%	4%	5%	
Quite well	(3)	551	291	260	78	85	80	96	79	133	103	185	128	114	157	131	7	84	16	3	156	109	46
		55%	60%	51%	73%	56%	45%	55%	51%	56%	63%	63%	54%	44%	73%	51%	40%	47%	66%	30%	65%	53%	57%
Quite badly	(2)	278	111	167	17	46	55	56	45	59	44	76	62	86	28	85	2	74	6	5	56	64	21
		28%	23%	33%	16%	30%	31%	32%	29%	25%	27%	26%	33%	13%	33%	12%	41%	25%	48%	23%	31%	26%	
Very badly	(1)	83	39	44	9	9	22	11	14	18	6	12	29	29	8	17	3	15	2	1	4	17	7
		8%	8%	9%	8%	6%	12%	6%	9%	7%	4%	4%	12%	11%	4%	7%	18%	8%	9%	12%	2%	8%	9%
NET: Badly		361	150	211	26	55	77	66	60	77	50	88	91	116	36	102	5	88	8	7	60	82	28
		36%	31%	41%	24%	36%	43%	39%	39%	32%	30%	30%	39%	45%	17%	40%	29%	49%	34%	61%	25%	40%	35%
Don't know		37	16	21	-	4	5	3	7	18	3	8	5	13	7	11	-	3	-	-	6	8	3
		4%	3%	4%	-	2%	3%	2%	5%	7%	2%	3%	2%	5%	3%	4%	-	2%	-	-	3%	4%	3%
Mean		2.59	2.67	2.52	2.70	2.62	2.51	2.59	2.55	2.61	2.70	2.69	2.53	2.47	2.86	2.56	2.83	2.45	2.56	2.37	2.80	2.54	2.59
Standard deviation		0.72	0.72	0.71	0.66	0.69	0.82	0.68	0.74	0.70	0.62	0.62	0.78	0.78	0.58	0.70	1.08	0.68	0.67	0.86	0.59	0.71	0.73
Standard error		0.02	0.03	0.03	0.08	0.06	0.07	0.05	0.06	0.04	0.03	0.04	0.06	0.06	0.04	0.04	0.25	0.05	0.15	0.24	0.03	0.05	0.09

Halesowen & Rowley Regis 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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	70	119	153	191	183	283	358	231	157	205	245	257	19	180	21	13	288	217	72
Weighted base	1000	489	511	107	152	176	173	154	237	163	293	237	258	215	256	17	180	25	11	239	206	81
I am satisfied with the job David Cameron is doing overall as Prime Minister	327 33%	168 34%	158 31%	41 39%	64 42%	54 31%	46 27%	34 22%	88 37%	54 33%	97 33%	81 34%	85 33%	143 67%	61 24%	8 48%	23 13%	3 10%	4 35%	116 49%	46 22%	14 17%
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	305 30%	147 30%	157 31%	33 30%	38 25%	51 29%	67 39%	54 35%	62 26%	55 34%	92 31%	82 35%	60 23%	67 31%	31 12%	4 22%	90 50%	6 22%	4 34%	94 39%	30 15%	31 39%
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.	245 24%	120 24%	125 24%	22 21%	39 25%	46 26%	40 23%	45 29%	53 22%	44 27%	69 24%	50 21%	76 29%	3 1%	155 61%	5 30%	42 23%	13 53%	3 23%	14 6%	119 58%	27 33%
Refused	25 2%	10 2%	15 3%	1 1%	-	3 2%	3 2%	7 5%	11 5%	2 1%	10 4%	3 1%	6 2%	-	-	-	4 2%	1 5%	-	3 1%	1 1%	2 2%
Don't know	99 10%	44 9%	55 11%	10 9%	12 8%	22 13%	16 9%	15 10%	24 10%	8 5%	24 8%	21 9%	32 12%	2 1%	9 4%	-	21 12%	2 9%	1 9%	11 5%	10 5%	7 9%

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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	452	548	70	119	153	191	183	283	358	231	157	205	245	257	19	180	21	13	288	217	72
Weighted base	1000	489	511	107	152	176	173	154	237	163	293	237	258	215	256	17	180	25	11	239	206	81
The Conservatives	170 17%	85 17%	84 16%	7 6%	17 11%	34 19%	38 22%	36 23%	38 16%	42 26%	53 18%	38 16%	32 13%	63 29%	37 14%	4 26%	33 18%	5 21%	1 5%	66 28%	33 16%	18 23%
Labour	132 13%	66 14%	65 13%	11 11%	14 9%	28 16%	24 14%	22 14%	33 14%	27 16%	28 9%	34 14%	37 14%	25 12%	47 18%	1 5%	17 10%	5 21%	-	25 11%	43 21%	13 16%
The UK Independence Party (UKIP)	94 9%	55 11%	39 8%	12 11%	20 13%	22 12%	13 8%	14 9%	13 6%	23 14%	27 9%	20 8%	21 8%	17 8%	26 10%	1 7%	30 17%	4 17%	-	15 6%	21 10%	11 14%
The Liberal Democrat	29 3%	16 3%	12 2%	3 2%	6 4%	7 4%	5 3%	3 2%	5 2%	4 3%	7 2%	7 3%	7 3%	6 3%	5 2%	*	9 5%	1 2%	-	5 2%	7 3%	2 3%
None of them	715 72%	347 71%	368 72%	85 79%	118 77%	114 65%	122 71%	100 65%	176 74%	98 60%	215 73%	165 70%	196 76%	146 68%	166 65%	12 72%	126 70%	16 65%	11 95%	162 68%	131 64%	47 59%
Don't know	12 1%	3 1%	10 2%	1 1%	1 *	6 3%	2 1%	2 2%	1 1%	3 2%	4 1%	4 2%	2 1%	-	7 3%	-	-	-	-	*	4 2%	2 3%

Halesowen & Rowley Regis 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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	70	119	153	191	183	283	358	231	157	205	245	257	19	180	21	13	288	217	72
Weighted base	1000	489	511	107	152	176	173	154	237	163	293	237	258	215	256	17	180	25	11	239	206	81
A Labour government	326	155	172	46	61	45	51	53	71	50	87	86	92	3	215	1	48	5	3	16	154	26
	33%	32%	34%	43%	40%	26%	30%	34%	30%	31%	30%	36%	36%	1%	84%	6%	27%	20%	32%	7%	74%	32%
A Conservative government	293	146	148	19	36	54	55	38	91	63	91	63	63	177	6	1	53	*	2	166	19	14
	29%	30%	29%	18%	23%	31%	32%	25%	38%	38%	31%	27%	24%	82%	2%	9%	30%	2%	21%	70%	9%	17%
A coalition between Labour and the Liberal Democrats	102	54	48	17	10	19	20	24	12	23	25	18	32	3	23	9	30	14	2	8	14	24
	10%	11%	9%	16%	7%	11%	12%	16%	5%	14%	9%	8%	12%	1%	9%	50%	17%	55%	18%	3%	7%	30%
A coalition between the Conservatives and the Liberal Democrats	94	55	39	12	24	10	18	10	20	11	36	22	21	29	7	3	25	2	*	28	6	12
	9%	11%	8%	11%	16%	6%	11%	7%	8%	7%	12%	9%	8%	14%	3%	20%	14%	8%	4%	12%	3%	15%
Don't know	185	80	105	14	22	48	28	29	44	16	54	47	50	3	6	3	23	4	3	21	13	5
	18%	16%	21%	13%	14%	27%	16%	19%	18%	10%	19%	20%	19%	1%	2%	15%	13%	15%	25%	9%	6%	6%

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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	452 45%	489 49%
Female	548 55%	511 51%

Halesowen & Rowley Regis Poll
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Absolutes/col percents

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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	70 7%	107 11%
25-34	119 12%	152 15%
35-44	153 15%	176 18%
45-54	191 19%	173 17%
55-64	183 18%	154 15%
65 or older	283 28%	237 24%
Refused	1 *	1 *

Halesowen & Rowley Regis 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	89 9%	38 4%
B	269 27%	125 13%
C1	231 23%	293 29%
C2	157 16%	237 24%
D	74 7%	106 11%
E	131 13%	153 15%
Refused	49 5%	49 5%

Halesowen & Rowley Regis Poll
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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	288 29%	239 24%
Labour	217 22%	206 21%
Liberal Democrats	72 7%	81 8%
Another party	39 4%	41 4%
Did not vote	295 30%	346 35%
Refused	43 4%	37 4%
Don't know	46 5%	51 5%