

## Wyre Forest Poll

### CATI Fieldwork : 11th-20th November 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	1004	447	557	52	103	132	183	193	338	363	207	148	252	272	172	25	184	30	32	322	153	77	
Weighted base	1004	495	509	92	131	170	169	179	260	180	275	242	273	211	158	22	219	43	41	234	99	72	
Certain to vote	(10)	551	277	274	22	46	86	89	120	186	119	142	130	148	143	94	13	138	29	31	179	74	46
		55%	56%	54%	24%	35%	50%	53%	67%	72%	66%	52%	54%	54%	68%	60%	60%	63%	67%	76%	77%	74%	64%
	(9)	44	22	22	5	6	10	6	6	12	11	11	6	15	17	4	1	11	1	1	12	2	3
		4%	5%	4%	5%	5%	6%	3%	3%	4%	6%	4%	2%	6%	8%	3%	7%	5%	3%	3%	5%	2%	4%
	(8)	65	27	39	4	6	12	15	12	17	12	18	13	21	17	14	2	10	6	2	11	8	7
		7%	5%	8%	4%	4%	7%	9%	7%	7%	7%	7%	5%	8%	8%	9%	8%	4%	13%	5%	5%	8%	10%
	(7)	36	18	17	4	8	6	3	8	7	3	7	12	14	8	9	-	7	-	1	12	2	1
		4%	4%	3%	4%	6%	3%	2%	5%	3%	1%	3%	5%	5%	4%	6%	-	3%	-	3%	5%	2%	1%
	(6)	30	17	14	8	5	4	6	3	3	4	12	7	5	5	8	1	8	*	-	2	5	-
		3%	3%	3%	9%	4%	2%	4%	2%	1%	2%	4%	3%	2%	2%	5%	4%	3%	1%	-	1%	5%	-
	(5)	74	38	37	17	9	8	17	9	14	7	26	20	17	12	19	1	20	2	2	11	5	6
		7%	8%	7%	18%	7%	5%	10%	5%	5%	4%	9%	8%	6%	5%	12%	7%	9%	6%	4%	5%	5%	9%
	(4)	30	15	15	6	9	8	5	1	1	5	11	10	5	3	5	-	10	1	4	1	1	3
		3%	3%	3%	6%	7%	5%	3%	1%	*	3%	4%	4%	2%	1%	3%	-	5%	3%	9%	*	1%	4%
	(3)	31	18	13	4	8	10	3	3	3	4	10	9	7	3	2	2	8	3	-	4	1	1
		3%	4%	3%	4%	6%	6%	2%	2%	1%	2%	4%	4%	2%	2%	1%	8%	4%	8%	-	2%	1%	2%
	(2)	17	8	9	1	8	5	2	-	2	2	1	8	6	2	2	1	9	-	-	-	-	-
		2%	2%	2%	1%	6%	3%	1%	-	1%	1%	1%	3%	2%	1%	1%	6%	4%	-	-	-	-	-
Definitely would not vote	(1)	124	55	69	22	26	22	22	16	15	15	35	27	37	-	-	-	-	-	-	1	2	4
		12%	11%	13%	24%	20%	13%	13%	9%	6%	8%	13%	11%	14%	-	-	-	-	-	-	*	2%	6%
Don't know		1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		7.59	7.65	7.52	5.54	6.07	7.30	7.50	8.40	8.76	8.36	7.38	7.41	7.60	9.00	8.42	8.21	8.32	8.65	9.02	9.25	9.03	8.38
Standard deviation		3.29	3.24	3.34	3.38	3.63	3.42	3.29	2.83	2.52	2.89	3.31	3.32	3.33	1.83	2.22	2.78	2.57	2.33	2.00	1.66	1.97	2.73
Standard error		0.10	0.15	0.14	0.47	0.36	0.30	0.24	0.20	0.14	0.15	0.23	0.27	0.21	0.11	0.17	0.56	0.19	0.42	0.35	0.09	0.16	0.31

## Wyre Forest Poll

### CATI Fieldwork : 11th-20th November 2014

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	1004	447	557	52	103	132	183	193	338	363	207	148	252	272	172	25	184	30	32	322	153	77
Weighted base	1004	495	509	92	131	170	169	179	260	180	275	242	273	211	158	22	219	43	41	234	99	72
Conservative	211	118	93	15	19	32	36	35	73	59	59	43	47	211	-	-	-	-	-	142	4	5
	21%	24%	18%	16%	14%	19%	22%	20%	28%	33%	22%	18%	17%	100%	-	-	-	-	-	61%	4%	6%
Labour	158	82	76	19	18	31	20	38	32	24	49	40	42	-	158	-	-	-	-	7	61	16
	16%	16%	15%	21%	14%	18%	12%	21%	12%	13%	18%	17%	15%	-	100%	-	-	-	-	3%	62%	23%
Liberal Democrat	22	7	15	-	7	6	3	1	4	7	7	5	3	-	-	22	-	-	-	1	2	8
	2%	1%	3%	-	5%	3%	2%	1%	2%	4%	3%	2%	1%	-	-	100%	-	-	-	1%	2%	11%
The UK Independence Party (UKIP)	219	117	102	14	39	23	37	37	70	31	45	67	71	-	-	-	219	-	-	43	13	14
	22%	24%	20%	15%	29%	14%	22%	21%	27%	17%	16%	28%	26%	-	-	-	100%	-	-	18%	13%	19%
The Green Party	43	20	23	12	2	9	8	7	4	8	7	16	12	-	-	-	-	43	-	2	2	4
	4%	4%	5%	13%	2%	5%	5%	4%	1%	5%	2%	7%	4%	-	-	-	100%	-	-	1%	2%	5%
The British National Party (BNP)	1	1	-	-	-	1	*	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-
	*	*	-	-	-	*	*	-	-	1%	-	-	-	-	-	-	-	-	2%	*	-	-
Some other party	40	24	15	-	1	18	5	6	9	11	10	9	6	-	-	-	-	-	40	4	1	4
	4%	5%	3%	-	*	11%	3%	3%	4%	6%	4%	4%	2%	-	-	-	-	-	98%	2%	1%	6%
Would not vote	124	55	69	22	26	22	22	16	15	15	35	27	37	-	-	-	-	-	-	1	2	4
	12%	11%	13%	24%	20%	13%	13%	9%	6%	8%	13%	11%	14%	-	-	-	-	-	-	*	2%	6%
Refused	55	21	34	-	2	8	7	10	27	8	20	3	21	-	-	-	-	-	-	6	1	6
	6%	4%	7%	-	1%	5%	4%	5%	10%	4%	7%	1%	8%	-	-	-	-	-	-	3%	1%	8%
Don't know	131	49	82	10	17	21	29	29	25	17	42	32	34	-	-	-	-	-	-	27	13	11
	13%	10%	16%	11%	13%	13%	17%	16%	10%	9%	15%	13%	12%	-	-	-	-	-	-	11%	13%	16%

## Wyre Forest Poll

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Absolutes/col percents

Table 3

**Q.2 If there was a general election tomorrow, which party would you vote for?**

**Base: All respondents expressing an intention to vote (Turnout Weighted)**

**This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote**

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	532	255	277	17	42	62	91	112	206	228	94	76	125	214	126	17	129	21	24	229	109	42
Weighted base	488	258	230	31	49	78	76	98	155	109	115	121	133	160	105	15	146	31	31	162	68	36
Conservative	160	90	70	8	15	22	29	29	58	47	44	31	37	160	-	-	-	-	-	117	4	4
	33%	35%	31%	26%	29%	28%	37%	29%	37%	43%	38%	25%	28%	100%	-	-	-	-	-	72%	6%	10%
Labour	105	54	52	6	8	22	15	30	25	19	31	28	27	-	105	-	-	-	-	5	50	12
	22%	21%	22%	21%	16%	28%	20%	30%	16%	17%	27%	23%	20%	-	100%	-	-	-	-	3%	73%	33%
Liberal Democrat	15	3	11	-	5	2	2	1	3	5	2	5	3	-	-	15	-	-	-	1	2	7
	3%	1%	5%	-	11%	3%	3%	1%	2%	4%	2%	4%	2%	-	-	100%	-	-	-	*	3%	18%
The UK Independence Party (UKIP)	146	79	67	6	19	14	23	28	57	22	29	38	53	-	-	-	146	-	-	34	11	9
	30%	31%	29%	18%	38%	18%	30%	28%	37%	20%	25%	32%	40%	-	-	-	100%	-	-	21%	15%	26%
The Green Party	31	13	17	11	2	5	4	6	3	7	4	12	8	-	-	-	-	31	-	2	1	1
	6%	5%	8%	35%	4%	6%	6%	6%	2%	6%	4%	10%	6%	-	-	-	-	100%	-	1%	2%	4%
The British National Party (BNP)	1	1	-	-	-	*	*	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-
	*	*	-	-	-	1%	1%	-	-	1%	-	-	-	-	-	-	-	-	3%	1%	-	-
Some other party	30	18	12	-	1	14	3	5	8	9	5	7	5	-	-	-	-	-	30	3	1	3
	6%	7%	5%	-	1%	17%	4%	5%	5%	8%	5%	6%	4%	-	-	-	-	-	97%	2%	1%	9%

**Wyre Forest Poll**  
**CATI Fieldwork : 11th-20th November 2014**

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	21%
Liberal Democrat	4%
UKIP	29%
Green	6%
Other	6%

## Wyre Forest Poll

### CATI Fieldwork : 11th-20th November 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	1004	447	557	52	103	132	183	193	338	363	207	148	252	272	172	25	184	30	32	322	153	77
Weighted base	1004	495	509	92	131	170	169	179	260	180	275	242	273	211	158	22	219	43	41	234	99	72
Conservative	211	117	93	14	16	35	39	33	73	58	56	44	49	186	4	1	4	1	2	140	5	3
	21%	24%	18%	15%	12%	21%	23%	19%	28%	32%	20%	18%	18%	88%	3%	3%	2%	3%	4%	60%	5%	5%
Labour	126	74	52	18	15	23	16	31	24	18	40	30	37	1	112	-	3	2	-	4	57	12
	13%	15%	10%	19%	11%	13%	10%	17%	9%	10%	15%	12%	13%	*	71%	-	2%	6%	-	2%	57%	17%
Liberal Democrat	53	20	33	-	8	7	12	10	15	11	17	12	12	5	3	20	2	5	*	6	3	15
	5%	4%	7%	-	6%	4%	7%	6%	6%	6%	6%	5%	5%	2%	2%	93%	1%	12%	1%	3%	3%	21%
The UK Independence Party (UKIP)	215	120	95	12	42	25	34	39	63	29	41	74	68	6	12	-	187	-	*	46	11	13
	21%	24%	19%	13%	32%	15%	20%	22%	24%	16%	15%	30%	25%	3%	8%	-	85%	-	1%	20%	11%	19%
The Green Party	33	15	18	12	2	8	*	5	5	4	12	10	7	1	*	-	1	25	-	5	2	*
	3%	3%	3%	13%	1%	5%	*	3%	2%	2%	4%	4%	3%	*	*	-	1%	58%	-	2%	2%	1%
The British National Party (BNP)	3	1	2	2	-	1	-	-	-	1	-	2	-	-	2	-	-	-	1	1	-	-
	*	*	*	3%	-	*	-	-	-	*	-	1%	-	-	2%	-	-	-	1%	*	-	-
Some other party	86	38	47	-	2	31	10	18	24	23	19	17	21	6	13	1	11	4	34	8	5	11
	9%	8%	9%	-	1%	18%	6%	10%	9%	13%	7%	7%	8%	3%	8%	4%	5%	10%	83%	3%	6%	15%
Would not vote	124	55	69	22	26	22	22	16	15	15	35	27	37	-	-	-	-	-	-	1	2	4
	12%	11%	13%	24%	20%	13%	13%	9%	6%	8%	13%	11%	14%	-	-	-	-	-	-	*	2%	6%
Refused	38	14	24	-	1	4	8	8	16	4	17	3	12	-	-	-	-	-	-	3	1	2
	4%	3%	5%	-	*	2%	5%	4%	6%	2%	6%	1%	4%	-	-	-	-	-	-	1%	1%	3%
Don't know	116	41	75	12	19	15	26	19	24	18	37	24	30	7	11	-	11	5	4	22	14	10
	12%	8%	15%	13%	14%	9%	16%	11%	9%	10%	14%	10%	11%	3%	7%	-	5%	11%	10%	9%	14%	14%

## Wyre Forest Poll

### CATI Fieldwork : 11th-20th November 2014

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	555	267	288	17	39	70	91	120	216	234	98	78	134	207	117	17	122	19	23	241	104	48
Weighted base	518	274	244	31	48	89	79	106	164	112	126	125	143	156	100	15	139	29	29	171	66	42
Conservative	161	89	72	8	12	25	30	27	59	47	41	31	39	142	3	1	3	1	1	115	4	3
	31%	32%	29%	25%	26%	27%	37%	25%	36%	41%	33%	25%	27%	91%	3%	5%	2%	3%	4%	68%	5%	6%
Labour	83	49	34	6	7	14	12	24	20	13	27	19	23	*	76	-	2	1	-	2	46	10
	16%	18%	14%	20%	14%	15%	16%	22%	12%	11%	21%	15%	16%	*	76%	-	1%	4%	-	1%	69%	23%
Liberal Democrat	33	12	21	-	6	4	6	7	10	8	9	7	8	4	2	13	*	3	*	5	2	11
	6%	4%	9%	-	13%	4%	8%	6%	6%	7%	7%	6%	6%	3%	2%	91%	*	10%	1%	3%	3%	27%
The UK Independence Party (UKIP)	144	80	64	6	19	17	23	29	51	21	27	44	50	4	8	-	124	-	*	39	9	10
	28%	29%	26%	18%	40%	19%	29%	27%	31%	19%	21%	35%	35%	3%	8%	-	89%	-	1%	23%	13%	23%
The Green Party	26	12	14	11	2	5	*	4	4	3	8	9	6	1	*	-	*	20	-	3	1	*
	5%	4%	6%	35%	3%	6%	*	4%	2%	3%	7%	7%	4%	1%	*	-	*	70%	-	2%	2%	1%
The British National Party (BNP)	1	*	*	*	-	*	-	-	-	*	-	*	-	-	*	-	-	-	*	*	-	-
	*	*	*	1%	-	1%	-	-	-	*	-	*	-	-	*	-	-	-	2%	*	-	-
Some other party	70	31	39	-	1	25	8	16	20	20	14	15	17	4	11	1	9	4	26	6	5	9
	13%	11%	16%	-	3%	27%	11%	15%	12%	17%	11%	12%	12%	3%	11%	5%	7%	13%	92%	4%	7%	21%

**Wyre Forest Poll**  
**CATI Fieldwork : 11th-20th November 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	32%
Labour	16%
Liberal Democrat	7%
UKIP	27%
Green	5%
Other	13%

## Wyre Forest Poll

### CATI Fieldwork : 11th-20th November 2014

Absolutes/col percents

Table 8

#### Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1004	447	557	52	103	132	183	193	338	363	207	148	252	272	172	25	184	30	32	322	153	77
Weighted base	1004	495	509	92	131	170	169	179	260	180	275	242	273	211	158	22	219	43	41	234	99	72
I would not vote Liberal Democrat	638 64%	347 70%	291 57%	61 66%	86 66%	102 60%	101 60%	116 65%	169 65%	119 66%	173 63%	155 64%	174 64%	144 68%	103 65%	-	189 86%	27 64%	24 59%	172 73%	63 63%	28 39%
I would not vote Labour	530 53%	269 54%	261 51%	49 53%	68 52%	73 43%	90 53%	90 50%	158 61%	103 57%	142 52%	130 54%	144 53%	161 76%	-	14 62%	175 80%	23 54%	22 54%	177 75%	11 11%	24 34%
I would not vote UKIP	501 50%	241 49%	260 51%	63 68%	51 39%	98 58%	90 53%	89 49%	108 42%	106 59%	162 59%	111 46%	110 40%	151 71%	107 68%	17 80%	-	34 79%	31 77%	128 55%	64 64%	37 51%
I would not vote Conservative	481 48%	234 47%	247 49%	45 48%	71 54%	91 54%	82 49%	86 48%	104 40%	75 42%	129 47%	119 49%	141 52%	-	116 73%	15 70%	140 64%	32 75%	31 76%	30 13%	76 77%	39 54%
None of these - I would potentially vote for all of them	85 9%	42 9%	43 8%	6 7%	13 10%	19 11%	18 11%	7 4%	21 8%	11 6%	19 7%	28 12%	26 10%	14 6%	9 6%	2 8%	8 4%	4 10%	2 4%	13 6%	5 5%	6 8%
Don't know	27 3%	13 3%	14 3%	4 5%	7 5%	3 2%	2 1%	4 2%	8 3%	4 2%	10 4%	3 1%	5 2%	2 1%	3 2%	-	-	-	-	2 1%	1 1%	2 2%



## Wyre Forest Poll

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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	1004	447	557	52	103	132	183	193	338	363	207	148	252	272	172	25	184	30	32	322	153	77	
Weighted base	1004	495	509	92	131	170	169	179	260	180	275	242	273	211	158	22	219	43	41	234	99	72	
NET: Well	601	328	273	69	76	85	91	116	161	118	165	144	154	177	84	10	120	21	17	185	47	44	
	60%	66%	54%	75%	58%	50%	54%	65%	62%	66%	60%	60%	56%	84%	53%	47%	55%	50%	41%	79%	47%	61%	
Very well	(4)	36	19	17	2	-	4	3	9	15	5	16	3	11	12	4	-	8	-	-	14	2	2
		4%	4%	3%	2%	-	2%	2%	5%	6%	3%	6%	1%	4%	6%	2%	-	4%	-	-	6%	2%	2%
Quite well	(3)	565	309	256	67	76	81	88	107	145	113	149	141	143	165	81	10	113	21	17	170	45	42
		56%	62%	50%	73%	58%	48%	52%	60%	56%	63%	54%	58%	52%	78%	51%	47%	51%	50%	41%	73%	46%	58%
Quite badly	(2)	305	137	168	23	43	71	55	51	62	54	86	70	86	30	54	8	76	15	23	43	41	23
		30%	28%	33%	25%	33%	42%	33%	28%	24%	30%	31%	29%	32%	14%	34%	38%	35%	34%	57%	18%	41%	32%
Very badly	(1)	58	21	38	-	9	11	15	8	16	5	18	16	18	2	11	3	17	3	1	3	7	5
		6%	4%	7%	-	7%	6%	9%	4%	6%	3%	6%	7%	7%	1%	7%	15%	8%	8%	2%	1%	7%	7%
NET: Badly		363	158	206	23	52	81	70	59	78	59	104	86	104	31	65	12	93	18	24	46	47	28
		36%	32%	40%	25%	39%	48%	42%	33%	30%	33%	38%	36%	38%	15%	41%	53%	42%	42%	59%	20%	48%	39%
Don't know		40	9	30	-	3	3	7	5	21	3	6	11	15	3	9	-	6	3	-	4	5	*
		4%	2%	6%	-	2%	2%	4%	3%	8%	2%	2%	5%	6%	1%	6%	-	3%	8%	-	2%	5%	1%
Mean		2.60	2.67	2.53	2.77	2.53	2.47	2.49	2.67	2.67	2.61	2.57	2.57	2.90	2.52	2.32	2.52	2.46	2.39	2.85	2.45	2.57	
Standard deviation		0.66	0.62	0.69	0.47	0.63	0.65	0.69	0.64	0.70	0.58	0.70	0.64	0.68	0.47	0.67	0.73	0.70	0.66	0.53	0.53	0.65	0.66
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.03	0.05	0.05	0.04	0.03	0.05	0.15	0.05	0.12	0.09	0.03	0.05	0.08

## Wyre Forest Poll

### CATI Fieldwork : 11th-20th November 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	1004	447	557	52	103	132	183	193	338	363	207	148	252	272	172	25	184	30	32	322	153	77	
Weighted base	1004	495	509	92	131	170	169	179	260	180	275	242	273	211	158	22	219	43	41	234	99	72	
NET: Well	632	348	284	74	88	97	91	106	173	129	178	146	158	184	93	10	123	30	16	184	52	42	
	63%	70%	56%	80%	67%	57%	54%	59%	66%	72%	65%	60%	58%	87%	59%	45%	56%	69%	40%	79%	53%	58%	
Very well	(4)	42	29	13	-	5	7	5	4	19	6	12	14	7	10	4	*	9	-	-	13	2	6
		4%	6%	3%	-	4%	4%	3%	2%	7%	3%	4%	6%	3%	5%	2%	2%	4%	-	-	6%	2%	9%
Quite well	(3)	590	319	271	74	83	90	86	103	124	166	132	151	173	90	10	114	30	16	171	51	36	
		59%	65%	53%	80%	64%	53%	51%	57%	59%	69%	60%	54%	55%	82%	57%	44%	52%	69%	40%	73%	51%	50%
Quite badly	(2)	262	102	160	16	36	62	49	48	52	43	73	69	71	21	48	11	67	13	24	38	33	27
		26%	21%	31%	17%	27%	36%	29%	27%	20%	24%	26%	29%	26%	10%	30%	49%	31%	59%	16%	34%	38%	
Very badly	(1)	61	23	38	2	6	6	16	17	13	6	12	13	28	*	11	1	15	-	1	4	8	3
		6%	5%	7%	3%	4%	4%	9%	10%	5%	3%	4%	6%	10%	*	7%	6%	7%	-	1%	2%	8%	4%
NET: Badly		323	125	198	18	42	68	65	65	65	49	85	83	99	22	59	12	82	13	24	43	41	30
		32%	25%	39%	20%	32%	40%	38%	36%	25%	27%	31%	34%	36%	10%	37%	55%	38%	31%	60%	18%	41%	42%
Don't know		49	22	27	-	1	5	13	8	22	2	12	13	17	6	6	-	14	-	-	7	6	-
		5%	4%	5%	-	1%	3%	8%	5%	8%	1%	4%	5%	6%	3%	4%	-	6%	-	-	3%	6%	-
Mean	2.64	2.75	2.54	2.77	2.67	2.59	2.52	2.54	2.75	2.72	2.68	2.64	2.54	2.94	2.57	2.41	2.57	2.69	2.38	2.85	2.50	2.63	
Standard deviation	0.67	0.64	0.68	0.48	0.62	0.63	0.72	0.70	0.68	0.57	0.64	0.69	0.72	0.40	0.66	0.64	0.69	0.47	0.52	0.53	0.67	0.70	
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.02	0.05	0.13	0.05	0.09	0.09	0.03	0.06	0.08	

## Wyre Forest Poll

### CATI Fieldwork : 11th-20th November 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	1004	447	557	52	103	132	183	193	338	363	207	148	252	272	172	25	184	30	32	322	153	77
Weighted base	1004	495	509	92	131	170	169	179	260	180	275	242	273	211	158	22	219	43	41	234	99	72
I am satisfied with the job David Cameron is doing overall as Prime Minister	312 31%	177 36%	135 26%	26 28%	33 25%	47 27%	58 34%	48 27%	98 38%	65 36%	90 33%	69 29%	84 31%	141 67%	17 11%	7 34%	49 22%	8 20%	7 17%	135 57%	13 13%	17 23%
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	326 32%	167 34%	159 31%	38 41%	56 43%	46 27%	45 27%	63 35%	78 30%	71 39%	87 32%	76 31%	81 30%	65 31%	26 17%	5 24%	97 44%	22 51%	16 39%	76 33%	19 19%	23 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.	225 22%	108 22%	117 23%	20 21%	26 20%	55 32%	38 23%	43 24%	43 17%	32 18%	56 20%	56 23%	72 26%	3 1%	105 67%	8 36%	48 22%	7 17%	16 40%	14 6%	60 60%	23 32%
Refused	28 3%	9 2%	19 4%	- -	2 1%	4 3%	6 4%	3 1%	13 5%	3 2%	11 4%	3 1%	8 3%	- -	3 2%	- -	7 3%	- -	- -	- -	1 1%	1 2%
Don't know	113 11%	34 7%	79 16%	8 9%	15 12%	18 11%	21 13%	23 13%	27 10%	9 5%	30 11%	37 15%	28 10%	3 1%	7 4%	1 6%	18 8%	5 12%	2 4%	9 4%	7 7%	9 12%

## Wyre Forest Poll

### CATI Fieldwork : 11th-20th November 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	1004	447	557	52	103	132	183	193	338	363	207	148	252	272	172	25	184	30	32	322	153	77
Weighted base	1004	495	509	92	131	170	169	179	260	180	275	242	273	211	158	22	219	43	41	234	99	72
The Conservatives	132 13%	70 14%	62 12%	15 16%	13 10%	21 12%	19 11%	32 18%	32 12%	32 18%	41 15%	25 10%	33 12%	34 16%	21 13%	2 9%	18 8%	7 17%	7 18%	42 18%	12 12%	11 15%
Labour	106 11%	42 9%	64 13%	8 8%	13 10%	31 18%	17 10%	13 7%	26 10%	14 8%	34 12%	23 9%	32 12%	13 6%	29 18%	2 8%	22 10%	4 10%	4 9%	15 7%	16 16%	7 9%
The UK Independence Party (UKIP)	82 8%	46 9%	36 7%	15 17%	15 11%	13 7%	8 5%	12 7%	19 8%	14 8%	26 10%	18 7%	23 8%	12 6%	15 9%	-	30 14%	2 5%	5 12%	15 6%	11 11%	5 7%
The Liberal Democrat	51 5%	27 5%	24 5%	5 5%	2 1%	9 5%	17 10%	10 5%	9 4%	11 6%	23 8%	9 4%	6 2%	14 7%	5 3%	4 19%	9 4%	4 9%	1 4%	13 5%	6 6%	6 9%
None of them	729 73%	366 74%	363 71%	68 74%	96 73%	121 71%	125 74%	131 73%	186 72%	130 72%	196 71%	179 74%	199 73%	155 74%	104 66%	11 50%	164 75%	34 79%	27 67%	173 74%	65 66%	51 70%
Don't know	16 2%	5 1%	11 2%	1 2%	5 4%	2 1%	2 1%	2 1%	4 2%	2 1%	2 1%	7 3%	2 1%	1 *	2 1%	5 21%	2 1%	-	-	1 *	1 1%	* 1%

## Wyre Forest Poll

### CATI Fieldwork : 11th-20th November 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	1004	447	557	52	103	132	183	193	338	363	207	148	252	272	172	25	184	30	32	322	153	77
Weighted base	1004	495	509	92	131	170	169	179	260	180	275	242	273	211	158	22	219	43	41	234	99	72
A Conservative government	342 34%	179 36%	163 32%	29 32%	24 19%	45 26%	74 44%	56 31%	111 43%	79 44%	95 34%	79 33%	83 30%	170 80%	5 3%	-	79 36%	12 27%	10 24%	164 70%	7 7%	11 15%
A Labour government	219 22%	108 22%	111 22%	22 24%	31 24%	47 27%	32 19%	41 23%	46 18%	30 17%	60 22%	62 25%	63 23%	-	117 74%	2 7%	40 18%	6 14%	11 28%	12 5%	66 67%	15 21%
A coalition between Labour and the Liberal Democrats	129 13%	57 12%	71 14%	11 12%	24 19%	28 16%	21 12%	26 15%	18 7%	22 12%	30 11%	33 13%	39 14%	5 2%	30 19%	10 45%	18 8%	15 35%	11 27%	4 2%	14 14%	18 25%
A coalition between the Conservatives and the Liberal Democrats	105 10%	59 12%	45 9%	11 12%	15 12%	16 10%	12 7%	24 13%	27 10%	24 14%	27 10%	23 9%	26 9%	29 14%	2 1%	10 46%	25 11%	2 6%	6 15%	29 12%	2 2%	14 19%
Don't know	209 21%	91 18%	118 23%	18 20%	36 27%	35 21%	31 18%	32 18%	58 22%	24 13%	63 23%	45 19%	63 23%	7 3%	5 3%	*	56 26%	8 18%	2 6%	24 10%	10 10%	14 20%

**Wyre Forest Poll**  
**CATI Fieldwork : 11th-20th November 2014**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Male	447 45%	495 49%
Female	557 55%	509 51%

**Wyre Forest Poll**  
**CATI Fieldwork : 11th-20th November 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	1004	1004
Weighted base	1004	1004
18-24	52 5%	92 9%
25-34	103 10%	131 13%
35-44	132 13%	170 17%
45-54	183 18%	169 17%
55-64	193 19%	179 18%
65 or older	338 34%	260 26%
Refused	3 *	3 *

**Wyre Forest Poll**  
**CATI Fieldwork : 11th-20th November 2014**

Absolutes/col percents

Table 16

**SEG****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1004	1004
Weighted base	1004	1004
A	128 13%	64 6%
B	235 23%	116 12%
C1	207 21%	275 27%
C2	148 15%	242 24%
D	100 10%	122 12%
E	152 15%	151 15%
Refused	34 3%	34 3%



**Wyre Forest Poll**  
**CATI Fieldwork : 11th-20th November 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	1004	1004
Weighted base	1004	1004
Conservative	322 32%	234 23%
Labour	153 15%	99 10%
Liberal Democrats	77 8%	72 7%
Another party	105 10%	198 20%
Did not vote	260 26%	320 32%
Refused	44 4%	40 4%
Don't know	43 4%	40 4%