

Dudley South Poll

CATI Fieldwork : 7th-10th April 2015

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	454	546	59	93	147	190	186	323	328	197	159	276	315	248	19	125	25	3	309	237	69	
Weighted base	1000	494	506	108	152	178	170	153	238	140	268	265	287	280	245	14	136	31	4	264	207	89	
Certain to vote	(10)	611	318	293	44	66	115	103	105	177	98	171	161	163	220	167	12	96	20	2	222	160	73
		61%	64%	58%	40%	43%	64%	61%	69%	74%	70%	64%	61%	57%	79%	68%	86%	71%	65%	38%	84%	77%	82%
	(9)	47	25	22	2	11	7	9	8	9	7	14	12	11	20	8	-	5	1	2	18	9	2
		5%	5%	4%	2%	7%	4%	5%	6%	4%	5%	5%	4%	4%	7%	3%	-	3%	3%	45%	7%	5%	3%
	(8)	91	43	49	16	21	16	17	13	10	11	29	27	21	18	26	*	14	3	-	8	15	3
		9%	9%	10%	14%	14%	9%	10%	8%	4%	8%	11%	10%	7%	7%	11%	3%	10%	11%	-	3%	7%	4%
	(7)	42	24	17	12	8	5	6	8	3	5	11	17	6	9	13	-	6	1	-	5	5	5
		4%	5%	3%	11%	5%	3%	4%	5%	1%	4%	4%	6%	2%	3%	5%	-	4%	4%	-	2%	2%	5%
	(6)	14	7	8	1	2	1	2	1	7	1	3	4	6	2	5	-	4	2	-	3	5	1
		1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	2%	-	3%	7%	-	1%	2%	1%
	(5)	62	17	45	7	14	14	11	4	13	5	18	10	26	9	16	2	9	3	-	6	7	2
		6%	3%	9%	6%	9%	8%	6%	3%	5%	4%	7%	4%	9%	3%	7%	11%	6%	11%	-	2%	3%	2%
	(4)	9	4	5	2	2	*	3	*	2	1	1	-	6	1	2	-	-	-	-	-	2	-
		1%	1%	1%	2%	1%	*	2%	*	1%	1%	*	-	2%	*	1%	-	-	-	-	-	1%	-
	(3)	22	10	12	4	7	6	5	-	*	2	7	9	2	1	9	-	2	-	-	-	2	3
		2%	2%	2%	3%	5%	3%	3%	-	*	2%	3%	3%	1%	*	3%	-	1%	-	-	-	1%	3%
	(2)	3	*	3	1	2	-	-	-	*	2	-	-	2	*	-	-	1	-	1	-	-	-
		*	*	1%	1%	2%	-	-	-	*	1%	-	-	1%	*	-	-	*	-	17%	-	-	-
Definitely would not vote	(1)	97	45	52	21	20	14	14	12	16	8	13	26	42	-	-	-	-	-	-	1	2	1
		10%	9%	10%	19%	13%	8%	8%	8%	7%	6%	5%	10%	15%	-	-	-	-	-	-	1%	1%	1%
Refused		1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Don't know		1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Mean		8.17	8.38	7.96	6.87	7.30	8.32	8.21	8.72	8.78	8.73	8.56	8.21	7.64	9.46	8.90	9.39	9.07	8.83	8.23	9.61	9.27	9.33
Standard deviation		2.95	2.84	3.04	3.47	3.26	2.84	2.87	2.57	2.56	2.53	2.49	2.92	3.35	1.28	1.92	1.65	1.73	1.82	3.22	1.17	1.69	1.71
Standard error		0.09	0.13	0.13	0.45	0.34	0.23	0.21	0.19	0.14	0.14	0.18	0.23	0.20	0.07	0.12	0.38	0.15	0.36	1.86	0.07	0.11	0.21

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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	454	546	59	93	147	190	186	323	328	197	159	276	315	248	19	125	25	3	309	237	69
Weighted base	1000	494	506	108	152	178	170	153	238	140	268	265	287	280	245	14	136	31	4	264	207	89
Conservative	280 28%	136 27%	145 29%	30 28%	26 17%	51 29%	41 24%	52 34%	80 34%	58 41%	106 40%	62 24%	48 17%	280 100%	-	-	-	-	-	189 72%	11 5%	25 28%
Labour	245 25%	125 25%	120 24%	27 25%	41 27%	32 18%	49 29%	35 23%	61 26%	33 23%	52 19%	76 29%	75 26%	-	245 100%	-	-	-	-	9 4%	125 61%	24 26%
Liberal Democrat	14 1%	8 2%	5 1%	1 1%	-	4 2%	3 2%	4 3%	1 1%	7 5%	-	3 1%	4 1%	-	-	14 100%	-	-	-	1 *	2 1%	7 8%
The UK Independence Party (UKIP)	136 14%	86 17%	50 10%	5 5%	26 17%	31 18%	25 15%	22 15%	26 11%	12 9%	37 14%	44 17%	37 13%	-	-	-	136 100%	-	-	39 15%	25 12%	9 11%
The Green Party	31 3%	9 2%	22 4%	6 5%	11 7%	6 4%	5 3%	3 2%	1 *	4 3%	9 4%	10 4%	6 2%	-	-	-	-	31 100%	-	2 1%	7 4%	6 7%
The British National Party (BNP)	3 *	-	3 1%	-	2 1%	2 1%	-	-	-	-	-	2 1%	2 1%	-	-	-	-	-	3 83%	-	2 1%	-
Some other party	1 *	-	1 *	1 1%	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 17%	-	-	-
Would not vote	97 10%	45 9%	52 10%	21 19%	20 13%	14 8%	14 8%	12 8%	16 7%	8 6%	13 5%	26 10%	42 15%	-	-	-	-	-	-	1 1%	2 1%	1 1%
Refused	55 5%	31 6%	23 5%	2 2%	1 1%	11 6%	11 7%	7 5%	20 9%	6 4%	12 4%	13 5%	18 6%	-	-	-	-	-	-	6 2%	5 2%	3 4%
Don't know	138 14%	52 11%	86 17%	15 14%	26 17%	27 15%	21 12%	17 11%	32 13%	12 9%	38 14%	28 11%	55 19%	-	-	-	-	-	-	17 7%	27 13%	14 16%

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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	582	274	308	28	44	89	114	118	187	219	119	96	135	259	189	15	97	19	2	238	165	44
Weighted base	553	290	262	49	72	103	95	95	138	91	159	157	132	231	182	11	104	22	3	205	142	62
Conservative	231	115	116	22	21	44	32	44	67	48	88	55	38	231	-	-	-	-	-	164	9	22
	42%	39%	44%	46%	29%	43%	33%	46%	49%	52%	55%	35%	29%	100%	-	-	-	-	-	80%	6%	36%
Labour	182	97	85	18	26	26	36	28	48	25	38	56	57	-	182	-	-	-	-	7	105	19
	33%	33%	32%	37%	36%	25%	38%	29%	35%	27%	24%	35%	43%	-	100%	-	-	-	-	4%	74%	31%
Liberal Democrat	11	8	4	1	-	3	3	4	1	6	-	3	3	-	-	11	-	-	-	*	2	6
	2%	3%	1%	2%	-	2%	3%	4%	1%	7%	-	2%	2%	-	-	100%	-	-	-	*	2%	10%
The UK Independence Party (UKIP)	104	66	38	4	16	24	22	17	21	10	28	34	28	-	-	-	104	-	-	32	19	8
	19%	23%	15%	9%	22%	23%	23%	18%	15%	10%	18%	22%	21%	-	-	-	100%	-	-	15%	13%	14%
The Green Party	22	6	17	3	8	5	4	3	*	3	5	9	5	-	-	-	-	22	-	1	6	6
	4%	2%	6%	6%	11%	5%	4%	3%	*	3%	3%	6%	4%	-	-	-	-	100%	-	1%	4%	9%
The British National Party (BNP)	3	-	3	-	1	2	-	-	-	-	-	2	1	-	-	-	-	-	3	-	1	-
	1%	-	1%	-	2%	1%	-	-	-	-	-	1%	1%	-	-	-	-	-	100%	-	1%	-
Some other party	*	-	*	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-
	*	-	*	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-

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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	42%
Labour	34%
Liberal Democrat	2%
UKIP	18%
Green	4%
Other	1%

Dudley South Poll

CATI Fieldwork : 7th-10th April 2015

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	454	546	59	93	147	190	186	323	328	197	159	276	315	248	19	125	25	3	309	237	69
Weighted base	1000	494	506	108	152	178	170	153	238	140	268	265	287	280	245	14	136	31	4	264	207	89
Conservative	274 27%	130 26%	144 28%	29 27%	24 16%	47 26%	41 24%	52 34%	80 34%	56 40%	106 39%	64 24%	44 15%	249 89%	5 2%	* 3%	8 6%	3 9%	-	180 68%	10 5%	25 28%
Labour	276 28%	142 29%	134 26%	33 31%	42 28%	36 20%	53 31%	44 29%	67 28%	40 28%	53 20%	83 31%	89 31%	11 4%	227 93%	-	6 4%	3 11%	-	16 6%	134 65%	19 21%
Liberal Democrat	24 2%	13 3%	11 2%	2 2%	2 2%	9 5%	4 2%	4 3%	1 1%	8 6%	4 1%	4 2%	7 2%	4 2%	3 1%	13 95%	-	-	-	3 1%	4 2%	10 12%
The UK Independence Party (UKIP)	141 14%	84 17%	57 11%	4 4%	20 14%	36 20%	30 18%	20 13%	29 12%	11 8%	33 12%	52 20%	40 14%	6 2%	5 2%	* 3%	115 84%	2 6%	-	36 14%	31 15%	11 13%
The Green Party	30 3%	13 3%	17 3%	3 3%	13 9%	5 3%	5 3%	2 2%	2 1%	2 2%	10 4%	9 3%	8 3%	1 1%	4 2%	-	2 1%	22 72%	-	5 2%	6 3%	8 9%
The British National Party (BNP)	2 *	-	2 *	-	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	2 38%	-	2 1%	-
Some other party	2 *	* *	1 *	1 1%	-	-	-	-	1 *	1 1%	-	-	1 *	1 *	-	-	-	-	1 17%	-	1 *	* *
Would not vote	97 10%	45 9%	52 10%	21 19%	20 13%	14 8%	14 8%	12 8%	16 7%	8 6%	13 5%	26 10%	42 15%	-	-	-	-	-	-	1 1%	2 1%	1 1%
Refused	44 4%	23 5%	21 4%	2 2%	1 1%	11 6%	8 5%	6 4%	15 6%	4 3%	11 4%	9 3%	14 5%	1 *	-	-	-	-	-	2 1%	3 2%	3 3%
Don't know	111 11%	43 9%	68 13%	12 11%	27 18%	20 12%	14 8%	12 8%	26 11%	10 7%	38 14%	18 7%	40 14%	8 3%	1 1%	-	5 4%	1 2%	2 45%	21 8%	14 7%	12 13%

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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	611	288	323	28	44	91	119	126	203	228	122	101	146	253	187	15	96	19	1	243	178	46	
Weighted base	575	300	276	50	71	105	100	101	147	94	159	165	143	224	181	11	101	22	1	205	152	63	
Conservative	221	107	115	20	19	40	31	44	67	46	84	55	36	204	4	*	5	*	-	156	9	21	
		38%	36%	42%	40%	27%	38%	31%	43%	45%	49%	53%	33%	25%	91%	2%	2%	5%	1%	-	76%	6%	34%
Labour	201	107	94	22	26	27	38	35	53	31	39	59	65	9	167	-	5	3	-	13	112	15	
		35%	36%	34%	44%	37%	26%	38%	35%	36%	32%	24%	36%	45%	4%	93%	-	5%	13%	-	6%	74%	23%
Liberal Democrat	18	11	7	2	1	7	3	4	1	7	4	3	4	4	2	11	-	-	-	2	2	9	
		3%	4%	2%	4%	1%	7%	3%	4%	1%	8%	2%	2%	3%	2%	1%	95%	-	-	-	1%	1%	15%
The UK Independence Party (UKIP)	108	64	44	4	13	27	24	16	24	8	26	40	30	5	4	*	89	1	-	30	22	10	
		19%	22%	16%	8%	18%	26%	24%	16%	17%	9%	16%	24%	21%	2%	2%	3%	88%	5%	-	15%	14%	16%
The Green Party	25	11	14	3	11	4	4	2	1	2	7	8	7	1	4	-	2	18	-	4	6	8	
		4%	4%	5%	5%	15%	3%	4%	2%	1%	2%	5%	5%	5%	1%	2%	-	2%	80%	-	2%	4%	12%
The British National Party (BNP)	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	
		*	-	1%	-	2%	-	-	-	-	-	-	1%	-	-	-	-	-	100%	-	1%	-	
Some other party	1	*	1	*	-	-	-	-	1	*	-	-	1	1	-	-	-	-	*	-	1	*	
		*	*	*	*	-	-	-	1%	*	-	-	*	*	-	-	-	-	*	-	*	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	454	546	59	93	147	190	186	323	328	197	159	276	315	248	19	125	25	3	309	237	69
Weighted base	1000	494	506	108	152	178	170	153	238	140	268	265	287	280	245	14	136	31	4	264	207	89
I would not vote Liberal Democrat	650 65%	342 69%	309 61%	68 63%	93 62%	107 60%	110 65%	113 74%	158 67%	85 61%	182 68%	179 68%	182 63%	203 72%	172 70%	-	122 90%	25 80%	-	212 81%	141 68%	43 48%
I would not vote UKIP	547 55%	264 53%	283 56%	70 65%	80 53%	80 45%	88 52%	91 60%	138 58%	91 65%	142 53%	150 57%	146 51%	175 62%	192 78%	12 87%	-	29 93%	2 45%	136 52%	135 65%	66 74%
I would not vote Labour	444 44%	238 48%	206 41%	48 45%	65 43%	74 42%	69 41%	74 49%	113 47%	60 43%	138 51%	121 46%	114 40%	218 78%	-	7 49%	113 83%	12 37%	2 38%	205 78%	26 13%	39 43%
I would not vote Conservative	400 40%	206 42%	193 38%	34 32%	63 42%	73 41%	81 48%	62 40%	87 37%	46 33%	78 29%	121 46%	137 48%	-	192 78%	6 43%	75 55%	22 70%	2 45%	21 8%	156 75%	41 46%
None of these - I would potentially vote for all of them	100 10%	38 8%	62 12%	10 9%	20 13%	15 8%	21 12%	10 7%	24 10%	9 6%	28 10%	18 7%	38 13%	19 7%	8 3%	-	4 3%	*	-	14 5%	9 4%	7 8%
Don't know	22 2%	8 2%	14 3%	2 2%	2 1%	7 4%	1 1%	2 1%	8 3%	3 2%	4 1%	4 2%	7 3%	-	2 1%	-	-	-	1 17%	*	-	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	454	546	59	93	147	190	186	323	328	197	159	276	315	248	19	125	25	3	309	237	69	
Weighted base	1000	494	506	108	152	178	170	153	238	140	268	265	287	280	245	14	136	31	4	264	207	89	
NET: Well	675	375	301	76	105	110	98	106	178	107	195	186	162	250	164	12	78	17	1	229	131	55	
	68%	76%	59%	70%	70%	62%	58%	69%	75%	77%	73%	70%	57%	89%	67%	89%	57%	55%	17%	87%	63%	61%	
Very well	(4)	78	51	27	13	7	10	14	7	27	11	15	31	19	38	17	2	6	-	-	32	12	6
	8%	10%	5%	12%	4%	6%	8%	4%	12%	8%	6%	12%	6%	13%	7%	11%	4%	-	-	12%	6%	7%	
Quite well	(3)	597	324	273	63	99	100	84	99	151	96	180	155	144	212	147	11	72	17	1	197	119	49
	60%	66%	54%	58%	65%	56%	50%	65%	63%	69%	67%	59%	50%	76%	60%	78%	53%	55%	17%	75%	57%	55%	
Quite badly	(2)	221	81	140	28	34	48	47	31	33	25	58	52	80	22	65	2	40	10	-	18	59	22
	22%	16%	28%	26%	22%	27%	28%	21%	14%	18%	22%	20%	28%	8%	27%	11%	29%	33%	-	7%	29%	24%	
Very badly	(1)	58	18	39	2	11	12	16	9	8	5	5	16	25	3	10	-	11	4	3	8	11	3
	6%	4%	8%	1%	7%	7%	10%	6%	3%	4%	2%	6%	9%	1%	4%	-	8%	13%	83%	3%	5%	3%	
NET: Badly	279	100	179	30	44	61	63	40	41	30	64	68	105	25	75	2	50	14	3	26	70	24	
	28%	20%	35%	28%	29%	34%	37%	26%	17%	21%	24%	26%	37%	9%	30%	11%	37%	45%	83%	10%	34%	27%	
Don't know	46	19	26	2	2	8	8	7	19	3	9	11	20	6	6	-	8	-	-	9	6	10	
	5%	4%	5%	2%	1%	4%	5%	5%	8%	2%	3%	4%	7%	2%	3%	-	6%	-	-	3%	3%	11%	
Mean	2.73	2.86	2.60	2.83	2.68	2.63	2.59	2.71	2.90	2.83	2.79	2.79	2.58	3.03	2.72	3.00	2.57	2.42	1.33	2.99	2.66	2.74	
Standard deviation	0.69	0.64	0.72	0.65	0.67	0.71	0.79	0.65	0.64	0.62	0.57	0.74	0.76	0.51	0.65	0.49	0.71	0.72	0.85	0.57	0.68	0.65	
Standard error	0.02	0.03	0.03	0.09	0.07	0.06	0.06	0.05	0.04	0.03	0.04	0.06	0.05	0.03	0.04	0.11	0.06	0.14	0.49	0.03	0.04	0.08	

Dudley South 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	454	546	59	93	147	190	186	323	328	197	159	276	315	248	19	125	25	3	309	237	69	
Weighted base	1000	494	506	108	152	178	170	153	238	140	268	265	287	280	245	14	136	31	4	264	207	89	
NET: Well	674	351	323	82	107	102	108	101	172	111	204	176	156	250	157	11	81	17	1	219	126	63	
	67%	71%	64%	76%	71%	57%	64%	66%	72%	79%	76%	66%	55%	89%	64%	83%	60%	55%	17%	83%	61%	70%	
Very well	(4)	92	61	32	10	18	14	16	8	27	15	28	28	18	39	25	2	8	1	-	32	14	8
		9%	12%	6%	9%	12%	8%	9%	5%	11%	11%	11%	11%	6%	14%	10%	11%	6%	2%	-	12%	7%	9%
Quite well	(3)	582	291	291	72	90	88	92	93	146	96	176	148	138	211	132	10	74	17	1	187	112	54
		58%	59%	58%	67%	59%	50%	54%	61%	61%	69%	66%	56%	48%	75%	54%	72%	54%	53%	17%	71%	54%	61%
Quite badly	(2)	193	89	104	18	31	49	34	33	29	21	37	58	72	17	65	1	37	9	-	27	58	16
		19%	18%	21%	17%	20%	27%	20%	22%	12%	15%	14%	22%	25%	6%	26%	9%	27%	30%	-	10%	28%	18%
Very badly	(1)	81	33	47	5	12	15	23	12	14	3	13	20	41	5	20	-	12	2	3	8	19	1
		8%	7%	9%	5%	8%	8%	13%	8%	6%	2%	5%	7%	14%	2%	8%	-	9%	6%	83%	3%	9%	1%
NET: Badly	274	123	151	23	42	64	57	45	42	24	50	78	113	22	85	1	49	11	3	35	77	17	
	27%	25%	30%	22%	28%	36%	33%	30%	18%	17%	19%	29%	39%	8%	35%	9%	36%	35%	83%	13%	37%	19%	
Don't know	52	20	32	3	2	12	5	6	23	5	14	11	18	8	4	1	6	3	-	10	4	9	
	5%	4%	6%	3%	1%	7%	3%	4%	10%	3%	5%	4%	6%	3%	2%	8%	4%	9%	-	4%	2%	10%	
Mean	2.72	2.80	2.65	2.82	2.76	2.61	2.61	2.66	2.86	2.91	2.86	2.73	2.50	3.05	2.67	3.02	2.59	2.57	1.33	2.96	2.59	2.87	
Standard deviation	0.75	0.75	0.75	0.66	0.76	0.76	0.84	0.71	0.70	0.59	0.67	0.76	0.83	0.52	0.77	0.49	0.74	0.65	0.85	0.59	0.76	0.60	
Standard error	0.02	0.04	0.03	0.09	0.08	0.07	0.06	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.05	0.11	0.07	0.13	0.49	0.03	0.05	0.08	

Dudley South Poll

CATI Fieldwork : 7th-10th April 2015

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	454	546	59	93	147	190	186	323	328	197	159	276	315	248	19	125	25	3	309	237	69	
Weighted base	1000	494	506	108	152	178	170	153	238	140	268	265	287	280	245	14	136	31	4	264	207	89	
I am satisfied with the job David Cameron is doing overall as Prime Minister	377 38%	199 40%	178 35%	51 47%	48 31%	59 33%	48 28%	63 41%	106 44%	61 44%	124 46%	85 32%	95 33%	214 76%	34 14%	4 25%	34 25%	7 23%	-	180 68%	37 18%	28 32%	
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	237 24%	122 25%	115 23%	25 23%	40 26%	48 27%	53 31%	34 22%	38 16%	33 24%	66 25%	72 27%	58 20%	63 23%	34 14%	7 51%	60 44%	3 11%	-	66 25%	31 15%	23 25%	
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.	274 27%	123 25%	151 30%	27 25%	42 28%	51 29%	51 30%	43 28%	60 25%	35 25%	55 21%	82 31%	91 32%	-	176 72%	3 21%	24 18%	16 50%	2 55%	11 4%	124 60%	30 34%	
Refused	33 3%	18 4%	16 3%	-	8 5%	8 4%	6 3%	2 1%	10 4%	3 2%	5 2%	9 3%	11 4%	*	*	-	9 7%	2 7%	-	1 *	2 1%	3 3%	
Don't know	79 8%	33 7%	46 9%	5 5%	14 10%	13 7%	11 7%	11 7%	24 10%	7 5%	18 7%	17 6%	32 11%	3 1%	1 *	*	9 3%	2 6%	2 8%	2 45%	6 2%	13 6%	5 6%

Dudley South 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	454	546	59	93	147	190	186	323	328	197	159	276	315	248	19	125	25	3	309	237	69
Weighted base	1000	494	506	108	152	178	170	153	238	140	268	265	287	280	245	14	136	31	4	264	207	89
Labour	782	380	402	76	111	135	145	124	190	111	219	203	224	222	209	13	105	24	2	209	178	77
	78%	77%	79%	70%	74%	76%	86%	81%	80%	79%	82%	77%	78%	79%	85%	95%	78%	76%	38%	79%	86%	87%
The Conservatives	621	304	317	56	64	105	112	103	180	101	188	159	155	205	151	10	84	12	-	204	125	68
	62%	62%	63%	52%	43%	59%	66%	68%	75%	72%	70%	60%	54%	73%	62%	73%	62%	40%	-	77%	60%	76%
The UK Independence Party (UKIP)	370	186	184	32	57	70	69	60	82	51	116	96	97	92	79	4	72	14	-	98	83	36
	37%	38%	36%	29%	37%	39%	41%	39%	35%	37%	43%	36%	34%	33%	32%	30%	53%	45%	-	37%	40%	40%
The Liberal Democrat	190	76	113	9	29	38	34	35	44	29	40	54	60	39	42	4	31	5	-	44	41	18
	19%	15%	22%	9%	19%	22%	20%	23%	18%	21%	15%	20%	21%	14%	17%	31%	23%	17%	-	17%	20%	20%
None of them	127	73	54	23	27	21	16	13	25	15	22	44	33	25	23	1	12	4	3	17	21	5
	13%	15%	11%	22%	18%	12%	10%	8%	11%	11%	8%	17%	12%	9%	9%	5%	9%	12%	62%	6%	10%	6%
Don't know	14	4	10	2	2	3	1	3	3	1	3	3	5	1	2	-	-	-	-	1	-	1
	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	*	1%	-	-	-	-	*	-	1%

Dudley South Poll

CATI Fieldwork : 7th-10th April 2015

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	454	546	59	93	147	190	186	323	328	197	159	276	315	248	19	125	25	3	309	237	69
Weighted base	1000	494	506	108	152	178	170	153	238	140	268	265	287	280	245	14	136	31	4	264	207	89
A Conservative government	337 34%	174 35%	162 32%	40 37%	44 29%	52 29%	47 27%	63 41%	91 38%	56 40%	114 43%	85 32%	72 25%	225 80%	7 3%	-	64 47%	3 11%	2 38%	203 77%	24 11%	11 12%
A Labour government	284 28%	126 25%	159 31%	32 30%	46 31%	40 22%	59 34%	44 29%	63 27%	37 26%	58 22%	83 31%	96 34%	2 1%	185 75%	1 9%	21 15%	14 45%	2 45%	7 3%	134 65%	20 23%
A coalition between the Conservatives and the Liberal Democrats	111 11%	63 13%	48 9%	8 7%	14 9%	28 16%	16 10%	14 9%	31 13%	20 14%	36 13%	28 11%	24 8%	50 18%	6 2%	5 40%	14 10%	4 12%	1 17%	36 14%	6 3%	24 27%
A coalition between Labour and the Liberal Democrats	95 10%	55 11%	40 8%	4 4%	18 12%	24 13%	21 12%	12 8%	16 7%	13 9%	25 9%	25 9%	28 10%	1 *	40 16%	6 43%	19 14%	3 11%	-	4 1%	27 13%	22 24%
Don't know	173 17%	76 15%	98 19%	24 22%	30 20%	34 19%	27 16%	21 13%	37 15%	14 10%	35 13%	44 17%	66 23%	2 1%	8 3%	1 8%	18 14%	6 21%	-	14 5%	16 8%	12 14%

Dudley South 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	454 45%	494 49%
Female	546 55%	506 51%

Dudley South 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	59 6%	108 11%
25-34	93 9%	152 15%
35-44	147 15%	178 18%
45-54	190 19%	170 17%
55-64	186 19%	153 15%
65 or older	323 32%	238 24%
Refused	2 *	2 *

Dudley South 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	99 10%	41 4%
B	229 23%	99 10%
C1	197 20%	268 27%
C2	159 16%	265 26%
D	107 11%	124 12%
E	169 17%	163 16%
Refused	40 4%	40 4%

Dudley South Poll
CATI Fieldwork : 7th-10th April 2015

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	309 31%	264 26%
Labour	237 24%	207 21%
Liberal Democrats	69 7%	89 9%
Another party	62 6%	53 5%
Did not vote	242 24%	306 31%
Refused	35 4%	31 3%
Don't know	46 5%	50 5%