

## Stourbridge Poll

### CATI Fieldwork : 27th-30th 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	1002	482	520	64	110	155	190	184	297	390	214	130	225	348	267	36	123	34	3	345	224	102	
Weighted base	1002	494	508	98	149	179	177	165	232	192	285	244	237	310	261	33	145	43	4	289	211	106	
Certain to vote	(10)	668	337	331	33	80	116	128	129	178	155	196	148	144	227	188	25	99	31	4	240	173	79
		67%	68%	65%	34%	54%	65%	72%	78%	77%	81%	69%	61%	61%	73%	72%	75%	68%	74%	100%	83%	82%	74%
	(9)	36	17	19	5	5	6	11	5	5	9	6	16	5	10	16	1	6	-	-	3	8	11
		4%	3%	4%	5%	3%	3%	6%	3%	2%	5%	2%	7%	2%	3%	6%	3%	4%	-	-	1%	4%	10%
	(8)	81	39	42	20	21	6	7	13	13	12	21	18	27	24	27	5	13	6	-	13	16	7
		8%	8%	8%	20%	14%	4%	4%	8%	6%	6%	7%	7%	11%	8%	10%	16%	9%	14%	-	4%	8%	6%
	(7)	36	17	18	10	8	3	5	3	7	2	14	10	9	11	9	-	10	2	-	5	3	2
		4%	4%	4%	11%	5%	2%	3%	2%	3%	1%	5%	4%	4%	3%	4%	-	7%	4%	-	2%	2%	2%
	(6)	14	6	8	-	2	8	1	1	2	2	4	5	2	4	1	2	5	-	-	3	1	1
		1%	1%	2%	-	1%	4%	1%	1%	1%	1%	2%	2%	1%	1%	1%	5%	4%	-	-	1%	1%	1%
	(5)	53	25	27	12	8	8	10	5	10	5	13	16	16	19	10	-	7	1	-	12	5	3
		5%	5%	5%	13%	6%	4%	6%	3%	4%	3%	5%	6%	7%	6%	4%	-	5%	3%	-	4%	3%	3%
	(4)	7	2	4	3	-	3	-	-	1	1	2	2	1	-	2	-	2	-	-	2	-	-
		1%	*	1%	3%	-	1%	-	-	*	*	1%	1%	*	-	1%	-	1%	-	-	1%	-	-
	(3)	16	11	5	4	2	4	3	1	2	2	5	6	3	9	2	*	3	1	-	4	-	-
		2%	2%	1%	4%	1%	2%	2%	1%	1%	1%	2%	3%	1%	3%	1%	1%	2%	2%	-	1%	-	-
	(2)	19	3	16	5	3	6	4	-	2	3	9	-	5	6	4	-	1	1	-	-	2	2
		2%	1%	3%	5%	2%	3%	2%	-	1%	1%	3%	-	2%	2%	2%	-	*	3%	-	-	1%	2%
Definitely would not vote	(1)	71	35	35	5	20	19	8	7	11	3	13	23	26	-	-	-	-	-	-	5	1	2
		7%	7%	7%	5%	14%	11%	4%	4%	5%	2%	5%	9%	11%	-	-	-	-	-	-	2%	1%	2%
Don't know		3	1	2	-	-	-	1	-	2	-	2	-	1	-	-	-	-	-	-	2	-	-
		*	*	*	-	-	-	1%	-	1%	-	1%	-	*	-	-	-	-	-	-	1%	-	-
Mean		8.44	8.52	8.35	7.25	7.73	7.98	8.78	9.14	8.97	9.30	8.54	8.18	8.03	8.98	9.18	9.37	8.96	9.06	10.00	9.31	9.48	9.23
Standard deviation		2.78	2.72	2.84	2.83	3.24	3.25	2.49	2.13	2.35	1.85	2.66	2.94	3.10	2.04	1.70	1.32	1.82	1.98	0.00	1.85	1.43	1.86
Standard error		0.09	0.12	0.12	0.35	0.31	0.26	0.18	0.16	0.14	0.09	0.18	0.26	0.21	0.11	0.10	0.22	0.16	0.34	0.00	0.10	0.10	0.18

## Stourbridge Poll

### CATI Fieldwork : 27th-30th April 2015

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	1002	482	520	64	110	155	190	184	297	390	214	130	225	348	267	36	123	34	3	345	224	102
Weighted base	1002	494	508	98	149	179	177	165	232	192	285	244	237	310	261	33	145	43	4	289	211	106
Conservative	310	154	155	25	41	49	55	47	93	76	96	70	55	310	-	-	-	-	-	200	12	14
	31%	31%	31%	25%	27%	27%	31%	29%	40%	40%	34%	29%	23%	100%	-	-	-	-	-	69%	6%	14%
Labour	261	112	149	36	43	46	44	45	46	60	83	49	59	-	261	-	-	-	-	17	142	29
	26%	23%	29%	37%	29%	26%	25%	28%	20%	31%	29%	20%	25%	-	100%	-	-	-	-	6%	67%	28%
Liberal Democrat	33	21	12	3	5	5	4	8	8	10	11	6	5	-	-	33	-	-	-	4	1	18
	3%	4%	2%	3%	4%	3%	2%	5%	3%	5%	4%	2%	2%	-	-	100%	-	-	-	1%	1%	17%
The UK Independence Party (UKIP)	145	91	54	10	23	25	31	26	29	16	32	50	46	-	-	-	145	-	-	43	26	13
	14%	18%	11%	10%	16%	14%	18%	16%	13%	8%	11%	20%	19%	-	-	-	100%	-	-	15%	12%	12%
The Green Party	43	22	21	12	4	12	6	5	4	6	15	10	6	-	-	-	-	43	-	3	8	9
	4%	4%	4%	12%	3%	7%	3%	3%	2%	3%	5%	4%	3%	-	-	-	-	100%	-	1%	4%	9%
The British National Party (BNP)	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	1%	-	-	-	-	-	*	-	-	-	-	-	29%	-	-	-
Some other party	3	1	2	-	2	-	-	-	1	-	-	-	3	-	-	-	-	-	3	-	-	3
	*	*	*	-	1%	-	-	-	*	-	-	-	1%	-	-	-	-	-	71%	-	-	2%
Would not vote	71	35	35	5	20	19	8	7	11	3	13	23	26	-	-	-	-	-	-	5	1	2
	7%	7%	7%	5%	14%	11%	4%	4%	5%	2%	5%	9%	11%	-	-	-	-	-	-	2%	1%	2%
Refused	56	27	29	1	1	5	10	11	26	8	9	12	24	-	-	-	-	-	-	8	5	-
	6%	5%	6%	1%	1%	3%	6%	7%	11%	4%	3%	5%	10%	-	-	-	-	-	-	3%	3%	-
Don't know	81	30	51	7	10	17	19	15	13	14	26	26	13	-	-	-	-	-	-	8	15	18
	8%	6%	10%	8%	7%	10%	11%	9%	6%	7%	9%	11%	6%	-	-	-	-	-	-	3%	7%	17%

## Stourbridge Poll

### CATI Fieldwork : 27th-30th April 2015

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	645	318	327	33	66	101	124	129	192	285	137	76	125	279	214	30	94	25	3	268	172	72
Weighted base	611	311	300	49	86	105	114	110	147	140	181	139	132	235	205	27	108	33	3	219	160	72
Conservative	235	114	121	11	26	36	44	41	77	65	72	49	41	235	-	-	-	-	-	166	9	12
	38%	37%	40%	22%	30%	34%	39%	37%	52%	46%	40%	35%	31%	100%	-	-	-	-	-	76%	6%	17%
Labour	205	92	113	21	35	38	35	39	37	50	68	39	41	-	205	-	-	-	-	13	121	24
	34%	29%	38%	42%	41%	36%	31%	36%	25%	36%	38%	28%	31%	-	100%	-	-	-	-	6%	76%	33%
Liberal Democrat	27	18	9	2	3	4	4	7	7	8	9	4	4	-	-	27	-	-	-	3	1	16
	4%	6%	3%	5%	4%	4%	3%	6%	5%	6%	5%	3%	3%	-	-	100%	-	-	-	1%	1%	22%
The UK Independence Party (UKIP)	108	68	40	7	17	16	26	20	22	12	21	38	36	-	-	-	108	-	-	35	21	11
	18%	22%	13%	14%	20%	16%	23%	18%	15%	9%	12%	27%	27%	-	-	-	100%	-	-	16%	13%	15%
The Green Party	33	17	16	8	3	10	4	4	4	5	11	9	5	-	-	-	-	33	-	3	6	8
	5%	6%	5%	17%	4%	10%	4%	3%	2%	3%	6%	6%	4%	-	-	-	-	100%	-	1%	4%	11%
The British National Party (BNP)	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	29%	-	-	-
Some other party	2	1	1	-	1	-	-	-	1	-	-	-	2	-	-	-	-	-	2	-	-	2
	*	*	*	-	2%	-	-	-	1%	-	-	-	2%	-	-	-	-	-	71%	-	-	3%

**Stourbridge Poll**  
**CATI Fieldwork : 27th-30th April 2015**

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	38%
Labour	34%
Liberal Democrat	5%
UKIP	17%
Green	5%

**Other** \*

## Stourbridge Poll

### CATI Fieldwork : 27th-30th 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	1002	482	520	64	110	155	190	184	297	390	214	130	225	348	267	36	123	34	3	345	224	102	
Weighted base	1002	494	508	98	149	179	177	165	232	192	285	244	237	310	261	33	145	43	4	289	211	106	
Conservative	317	159	158	26	40	55	47	51	98	81	100	65	59	284	1	7	12	2	-	200	17	21	
		32%	32%	31%	27%	27%	31%	27%	31%	42%	42%	35%	27%	25%	92%	1%	20%	8%	4%	-	69%	8%	20%
Labour	300	119	181	40	47	60	51	48	54	60	95	63	71	9	253	1	7	9	2	24	153	35	
		30%	24%	36%	41%	31%	33%	29%	23%	31%	33%	26%	30%	3%	97%	3%	5%	21%	42%	8%	73%	33%	
Liberal Democrat	27	19	9	3	7	2	3	8	4	8	10	4	3	2	-	24	-	1	-	4	1	15	
		3%	4%	2%	3%	5%	1%	2%	5%	2%	4%	3%	1%	1%	-	73%	-	3%	-	2%	*	14%	
The UK Independence Party (UKIP)	133	83	50	8	22	19	36	23	25	16	29	44	41	8	2	1	116	*	-	37	19	12	
		13%	17%	10%	8%	15%	11%	20%	14%	11%	8%	10%	18%	2%	1%	4%	80%	1%	-	13%	9%	12%	
The Green Party	29	17	12	7	1	11	4	4	1	6	10	8	2	-	1	-	-	28	-	1	4	6	
		3%	3%	2%	8%	*	6%	2%	3%	1%	3%	3%	1%	-	*	-	-	66%	-	*	2%	5%	
The British National Party (BNP)	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	
		*	*	-	-	-	1%	-	-	-	-	-	*	-	-	-	-	-	29%	-	-	-	
Some other party	5	5	-	-	2	-	-	-	2	-	-	4	1	-	-	-	2	1	-	2	1	-	
		*	1%	-	1%	-	-	-	1%	-	-	1%	*	-	-	-	2%	3%	-	1%	1%	-	
Would not vote	71	35	35	5	20	19	8	7	11	3	13	23	26	-	-	-	-	-	-	5	1	2	
		7%	7%	7%	5%	14%	11%	4%	4%	2%	5%	9%	11%	-	-	-	-	-	-	2%	1%	2%	
Refused	50	26	24	1	1	6	12	10	19	7	8	14	17	4	-	-	-	-	-	4	4	*	
		5%	5%	5%	1%	1%	3%	7%	6%	8%	3%	3%	6%	7%	1%	-	-	-	-	1%	2%	*	
Don't know	69	30	39	7	10	6	15	13	17	11	20	19	15	3	3	-	7	-	1	12	10	14	
		7%	6%	8%	7%	7%	4%	9%	8%	8%	6%	7%	8%	7%	1%	1%	-	5%	-	28%	4%	5%	14%

## Stourbridge Poll

### CATI Fieldwork : 27th-30th April 2015

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	659	319	340	32	67	105	127	132	196	289	142	78	128	277	211	30	89	25	2	270	176	73	
Weighted base	625	312	314	49	86	111	115	113	151	142	188	142	133	232	203	27	103	33	2	221	164	74	
Conservative	245	120	126	14	24	42	40	44	82	68	76	47	45	220	1	5	9	1	-	169	12	17	
		39%	38%	40%	29%	28%	37%	34%	39%	54%	48%	41%	33%	34%	95%	1%	19%	9%	4%	-	76%	8%	23%
Labour	232	96	136	23	39	47	38	41	43	50	77	47	51	3	199	1	6	7	1	17	130	29	
		37%	31%	43%	46%	45%	43%	33%	37%	29%	36%	41%	33%	39%	1%	98%	3%	6%	22%	59%	8%	80%	39%
Liberal Democrat	23	16	7	2	5	2	3	7	4	7	8	3	3	2	-	20	-	1	-	3	1	13	
		4%	5%	2%	5%	5%	2%	6%	3%	5%	4%	2%	2%	1%	-	73%	-	4%	-	1%	*	18%	
The UK Independence Party (UKIP)	99	63	36	5	16	11	30	18	19	12	19	33	31	6	2	1	86	*	-	30	15	10	
		16%	20%	12%	10%	19%	10%	26%	15%	13%	9%	10%	23%	24%	3%	1%	5%	84%	*	-	13%	9%	14%
The Green Party	22	13	9	5	*	9	3	3	1	4	7	8	2	-	*	-	-	22	-	*	4	4	
		4%	4%	3%	10%	*	8%	3%	3%	1%	3%	4%	5%	1%	-	*	-	66%	-	*	2%	6%	
The British National Party (BNP)	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	
		*	*	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	41%	-	-	-	
Some other party	4	4	-	-	2	-	-	-	2	-	-	3	*	-	-	-	2	1	-	2	1	-	
		1%	1%	-	-	2%	-	-	1%	-	-	2%	*	-	-	-	2%	4%	-	1%	1%	-	

## Stourbridge Poll

### CATI Fieldwork : 27th-30th April 2015

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	39%
Labour	37%
Liberal Democrat	4%
UKIP	15%
Green	3%
Other	1%

## Stourbridge Poll

### CATI Fieldwork : 27th-30th April 2015

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	1002	482	520	64	110	155	190	184	297	390	214	130	225	348	267	36	123	34	3	345	224	102
Weighted base	1002	494	508	98	149	179	177	165	232	192	285	244	237	310	261	33	145	43	4	289	211	106
I would not vote Liberal Democrat	647	338	309	55	96	119	120	105	152	123	188	154	159	220	180	-	119	24	2	215	156	46
	65%	68%	61%	56%	64%	67%	67%	64%	66%	64%	66%	63%	67%	71%	69%	-	82%	56%	58%	75%	74%	43%
I would not vote UKIP	597	270	327	66	98	105	89	98	141	137	188	103	144	216	209	28	-	31	3	174	151	73
	60%	55%	64%	67%	65%	59%	50%	59%	61%	71%	66%	42%	61%	70%	80%	83%	-	73%	71%	60%	72%	69%
I would not vote Labour	472	250	222	33	63	85	87	84	121	93	139	117	110	244	-	19	106	17	2	228	29	41
	47%	51%	44%	33%	42%	47%	49%	51%	52%	48%	49%	48%	47%	79%	-	58%	73%	39%	58%	79%	14%	38%
I would not vote Conservative	423	210	213	40	69	89	78	69	78	70	113	101	123	-	203	12	86	31	4	29	155	60
	42%	43%	42%	41%	46%	50%	44%	42%	34%	37%	40%	41%	52%	-	78%	36%	60%	73%	100%	10%	74%	57%
None of these - I would potentially vote for all of them	77	40	37	9	7	15	20	12	13	9	15	34	12	10	13	2	9	5	-	10	12	9
	8%	8%	7%	10%	5%	8%	11%	7%	5%	5%	5%	14%	5%	3%	5%	7%	7%	11%	-	3%	6%	9%
Don't know	20	12	8	1	1	3	2	4	7	3	2	4	7	3	1	-	-	-	-	3	2	*
	2%	2%	2%	1%	1%	2%	1%	3%	3%	2%	1%	2%	3%	1%	*	-	-	-	-	1%	1%	*



## Stourbridge Poll

### CATI Fieldwork : 27th-30th April 2015

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	1002	482	520	64	110	155	190	184	297	390	214	130	225	348	267	36	123	34	3	345	224	102
Weighted base	1002	494	508	98	149	179	177	165	232	192	285	244	237	310	261	33	145	43	4	289	211	106
NET: Well	668	341	327	67	95	125	113	115	154	142	198	163	140	253	171	30	77	26	4	226	145	79
	67%	69%	64%	69%	63%	70%	63%	70%	67%	74%	70%	67%	59%	82%	65%	91%	53%	62%	100%	78%	69%	75%
Very well	(4) 77	42	35	2	9	19	11	9	27	9	13	31	17	39	16	2	5	5	-	35	12	8
	8%	9%	7%	2%	6%	11%	6%	6%	12%	5%	5%	13%	7%	13%	6%	6%	3%	12%	-	12%	6%	7%
Quite well	(3) 591	299	292	66	86	106	102	105	127	134	185	132	123	214	155	28	72	22	4	190	133	71
	59%	61%	57%	67%	58%	59%	57%	64%	55%	69%	65%	54%	52%	69%	59%	85%	50%	50%	100%	66%	63%	67%
Quite badly	(2) 227	104	122	28	40	40	42	34	42	35	67	53	61	30	70	1	48	15	-	34	47	18
	23%	21%	24%	28%	27%	22%	24%	21%	18%	18%	23%	22%	26%	10%	27%	3%	33%	35%	-	12%	22%	17%
Very badly	(1) 50	22	28	1	10	7	10	8	13	5	7	14	23	2	12	-	15	-	-	6	10	5
	5%	4%	6%	1%	7%	4%	5%	5%	5%	3%	2%	6%	10%	1%	5%	-	10%	-	-	2%	5%	4%
NET: Badly	277	126	150	29	50	47	52	43	54	40	74	67	84	32	82	1	63	15	-	40	57	23
	28%	26%	30%	30%	34%	26%	29%	26%	23%	21%	26%	27%	35%	10%	32%	3%	43%	35%	-	14%	27%	22%
Don't know	57	26	31	1	4	6	13	7	23	9	13	15	13	24	8	2	5	1	-	22	9	4
	6%	5%	6%	1%	3%	4%	7%	4%	10%	5%	5%	6%	6%	8%	3%	6%	4%	3%	-	8%	4%	4%
Mean	2.74	2.77	2.70	2.70	2.64	2.79	2.69	2.73	2.81	2.80	2.75	2.78	2.60	3.02	2.69	3.03	2.48	2.76	3.00	2.96	2.73	2.80
Standard deviation	0.68	0.67	0.69	0.53	0.70	0.69	0.68	0.65	0.73	0.56	0.58	0.75	0.77	0.53	0.66	0.31	0.73	0.66	0.00	0.59	0.64	0.64
Standard error	0.02	0.03	0.03	0.07	0.07	0.06	0.05	0.05	0.04	0.03	0.04	0.07	0.05	0.03	0.04	0.05	0.07	0.11	0.00	0.03	0.04	0.06

## Stourbridge Poll

### CATI Fieldwork : 27th-30th April 2015

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	1002	482	520	64	110	155	190	184	297	390	214	130	225	348	267	36	123	34	3	345	224	102	
Weighted base	1002	494	508	98	149	179	177	165	232	192	285	244	237	310	261	33	145	43	4	289	211	106	
NET: Well	645	334	311	62	96	116	105	113	153	145	195	152	128	254	159	29	70	22	2	229	131	66	
	64%	68%	61%	64%	64%	65%	59%	69%	66%	75%	68%	62%	54%	82%	61%	87%	48%	51%	42%	79%	62%	62%	
Very well	(4)	62	35	26	4	13	10	5	7	23	12	8	22	15	24	10	3	5	2	-	22	10	4
		6%	7%	5%	4%	9%	6%	3%	4%	10%	6%	3%	9%	6%	8%	4%	10%	3%	5%	-	8%	5%	4%
Quite well	(3)	584	298	285	58	82	106	100	106	130	133	187	130	113	229	149	26	65	20	2	208	121	62
		58%	60%	56%	60%	55%	59%	56%	65%	56%	69%	65%	53%	48%	74%	57%	77%	45%	46%	42%	72%	57%	58%
Quite badly	(2)	256	116	140	33	36	49	56	39	44	32	76	68	71	31	84	1	51	19	1	37	69	33
		26%	23%	28%	34%	24%	27%	31%	24%	19%	17%	27%	28%	30%	10%	32%	2%	35%	46%	28%	13%	33%	31%
Very badly	(1)	47	22	25	3	12	9	8	9	8	5	6	12	22	3	11	1	17	1	1	5	5	3
		5%	4%	5%	3%	8%	5%	4%	6%	3%	3%	2%	5%	9%	1%	4%	4%	12%	3%	29%	2%	2%	3%
NET: Badly		303	138	165	35	47	57	64	48	51	37	82	80	93	34	95	2	68	21	2	42	74	36
		30%	28%	33%	36%	32%	32%	36%	29%	22%	19%	29%	33%	39%	11%	36%	6%	47%	49%	58%	15%	35%	34%
Don't know		54	22	32	-	7	5	9	4	27	10	9	12	16	22	7	2	6	-	-	17	6	4
		5%	5%	6%	-	4%	3%	5%	2%	12%	5%	3%	5%	7%	7%	3%	7%	4%	-	-	6%	3%	4%
Mean		2.70	2.74	2.66	2.65	2.68	2.68	2.61	2.69	2.82	2.84	2.71	2.70	2.55	2.95	2.62	2.99	2.42	2.53	2.13	2.91	2.67	2.65
Standard deviation		0.67	0.66	0.67	0.60	0.75	0.66	0.63	0.64	0.67	0.57	0.55	0.71	0.76	0.49	0.64	0.57	0.75	0.65	0.98	0.54	0.61	0.60
Standard error		0.02	0.03	0.03	0.08	0.07	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.03	0.04	0.10	0.07	0.11	0.57	0.03	0.04	0.06

## Stourbridge Poll

### CATI Fieldwork : 27th-30th 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	1002	482	520	64	110	155	190	184	297	390	214	130	225	348	267	36	123	34	3	345	224	102
Weighted base	1002	494	508	98	149	179	177	165	232	192	285	244	237	310	261	33	145	43	4	289	211	106
I am satisfied with the job David Cameron is doing overall as Prime Minister	389 39%	205 42%	184 36%	30 31%	55 37%	72 40%	60 34%	63 38%	109 47%	79 41%	112 39%	100 41%	82 35%	241 78%	37 14%	12 36%	35 24%	3 7%	-	202 70%	46 22%	33 31%
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	220 22%	112 23%	108 21%	28 29%	32 22%	38 21%	48 27%	36 22%	38 16%	43 22%	69 24%	56 23%	43 18%	67 22%	26 10%	19 58%	55 38%	11 26%	1 28%	67 23%	21 10%	27 26%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	290 29%	131 27%	159 31%	33 34%	50 33%	60 34%	51 29%	45 27%	51 22%	59 31%	85 30%	63 26%	72 30%	* *	188 72%	-	31 21%	22 53%	3 72%	13 4%	131 62%	37 35%
Refused	41 4%	19 4%	22 4%	2 2%	7 5%	2 1%	3 1%	8 5%	18 8%	5 3%	9 3%	7 3%	16 7%	1 *	1 *	1 3%	7 5%	1 1%	-	5 2%	* *	2 2%
Don't know	62 6%	26 5%	36 7%	4 4%	5 3%	7 4%	17 10%	13 8%	15 7%	6 3%	11 4%	18 7%	24 10%	-	9 4%	1 4%	17 12%	6 13%	-	2 1%	11 5%	7 7%

## Stourbridge Poll

### CATI Fieldwork : 27th-30th April 2015

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	1002	482	520	64	110	155	190	184	297	390	214	130	225	348	267	36	123	34	3	345	224	102
Weighted base	1002	494	508	98	149	179	177	165	232	192	285	244	237	310	261	33	145	43	4	289	211	106
Labour	708	348	361	52	95	125	144	131	161	150	200	167	170	209	216	16	105	32	3	209	176	74
	71%	70%	71%	53%	63%	70%	81%	79%	70%	78%	70%	68%	72%	67%	83%	48%	72%	74%	71%	72%	83%	70%
The Conservatives	645	318	327	35	78	119	136	114	163	151	200	144	130	214	169	20	82	30	3	214	140	74
	64%	64%	64%	35%	52%	66%	76%	69%	70%	78%	70%	59%	55%	69%	65%	60%	57%	72%	71%	74%	66%	70%
The UK Independence Party (UKIP)	436	219	217	28	44	99	91	72	101	92	127	101	99	124	100	9	92	15	3	136	88	50
	44%	44%	43%	28%	29%	55%	51%	44%	44%	48%	45%	41%	42%	40%	38%	27%	63%	36%	71%	47%	42%	47%
The Liberal Democrat	249	124	125	9	24	44	64	48	58	50	83	49	58	67	63	5	36	8	1	75	47	35
	25%	25%	25%	9%	16%	25%	36%	29%	25%	26%	29%	20%	25%	22%	24%	15%	25%	19%	28%	26%	22%	33%
None of them	148	74	74	32	29	19	15	15	37	14	39	39	43	54	22	8	14	7	1	39	19	8
	15%	15%	15%	33%	19%	10%	8%	9%	16%	8%	14%	16%	18%	17%	9%	25%	10%	16%	29%	13%	9%	8%
Don't know	14	4	10	-	6	2	1	2	3	*	1	8	3	5	1	-	1	-	-	3	-	-
	1%	1%	2%	-	4%	1%	1%	1%	1%	*	*	3%	1%	2%	*	-	1%	-	-	1%	-	-

## Stourbridge Poll

### CATI Fieldwork : 27th-30th 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	1002	482	520	64	110	155	190	184	297	390	214	130	225	348	267	36	123	34	3	345	224	102
Weighted base	1002	494	508	98	149	179	177	165	232	192	285	244	237	310	261	33	145	43	4	289	211	106
A Conservative government	320 32%	153 31%	167 33%	24 25%	43 29%	49 27%	55 31%	54 32%	95 41%	75 39%	103 36%	64 26%	66 28%	253 82%	4 1%	3 8%	31 22%	2 4%	1 28%	197 68%	15 7%	15 14%
A Labour government	286 29%	132 27%	154 30%	31 31%	57 38%	59 33%	47 26%	39 23%	54 23%	55 29%	75 26%	71 29%	70 30%	3 1%	200 77%	1 3%	31 21%	14 34%	2 42%	19 7%	146 69%	29 28%
A coalition between the Conservatives and the Liberal Democrats	140 14%	89 18%	51 10%	17 18%	20 13%	24 13%	17 10%	30 18%	32 14%	27 14%	42 15%	40 16%	28 12%	50 16%	7 3%	25 76%	30 21%	4 9%	- -	52 18%	14 6%	22 20%
A coalition between Labour and the Liberal Democrats	106 11%	52 11%	54 11%	15 16%	8 5%	24 13%	28 16%	18 11%	13 6%	19 10%	35 12%	20 8%	28 12%	1 *	45 17%	3 9%	13 9%	20 47%	1 29%	6 2%	22 10%	23 21%
Don't know	150 15%	68 14%	82 16%	10 10%	21 14%	24 13%	31 18%	25 15%	37 16%	16 8%	30 10%	48 20%	44 19%	3 1%	4 2%	1 4%	39 27%	3 7%	- -	14 5%	14 7%	17 16%

**Stourbridge Poll**  
**CATI Fieldwork : 27th-30th April 2015**

Absolutes/col percents

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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	482 48%	494 49%
Female	520 52%	508 51%

**Stourbridge Poll**  
**CATI Fieldwork : 27th-30th April 2015**

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	1002	1002
Weighted base	1002	1002
18-24	64 6%	98 10%
25-34	110 11%	149 15%
35-44	155 15%	179 18%
45-54	190 19%	177 18%
55-64	184 18%	165 16%
65 or older	297 30%	232 23%
Refused	2 *	2 *

**Stourbridge Poll**  
**CATI Fieldwork : 27th-30th April 2015**

Absolutes/col percents

Table 16  
**SEG**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
A	127 13%	61 6%
B	263 26%	131 13%
C1	214 21%	285 28%
C2	130 13%	244 24%
D	94 9%	110 11%
E	131 13%	127 13%
Refused	43 4%	43 4%



**Stourbridge Poll**  
**CATI Fieldwork : 27th-30th 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	1002	1002
Weighted base	1002	1002
Conservative	345 34%	289 29%
Labour	224 22%	211 21%
Liberal Democrats	102 10%	106 11%
Another party	41 4%	58 6%
Did not vote	205 20%	253 25%
Refused	41 4%	41 4%
Don't know	44 4%	45 4%