

## Wirral West Poll

### CATI Fieldwork : 24th-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	1000	451	549	40	59	122	202	197	361	414	152	78	303	313	350	18	52	22	5	336	307	73	
Weighted base	1000	474	526	80	107	150	186	178	280	270	313	171	193	295	356	17	52	31	5	300	264	108	
Certain to vote	(10)	827	381	446	50	90	120	152	151	248	230	262	136	157	262	317	14	43	25	5	281	251	88
		83%	80%	85%	63%	84%	80%	82%	85%	89%	85%	84%	80%	82%	89%	89%	85%	83%	80%	100%	94%	95%	82%
	(9)	23	9	14	1	-	5	2	5	10	10	4	2	5	7	4	2	-	2	-	6	5	3
		2%	2%	3%	1%	-	4%	1%	3%	4%	4%	1%	1%	3%	2%	1%	11%	-	5%	-	2%	2%	3%
	(8)	43	17	26	8	7	2	8	7	9	10	17	6	9	10	23	-	1	1	-	6	4	8
		4%	4%	5%	10%	6%	2%	4%	4%	3%	4%	5%	3%	5%	3%	7%	-	2%	3%	-	2%	2%	7%
	(7)	31	11	19	6	3	11	4	4	3	6	7	10	6	7	4	1	3	3	-	-	1	6
		3%	2%	4%	8%	3%	7%	2%	2%	1%	2%	2%	6%	3%	2%	1%	4%	6%	9%	-	-	*	5%
	(6)	5	2	2	1	-	-	3	1	-	1	2	-	2	2	1	-	-	-	-	1	1	-
		*	*	*	1%	-	-	2%	*	-	*	1%	-	1%	1%	*	-	-	-	-	*	*	-
	(5)	26	21	6	5	1	4	4	5	8	5	10	2	6	6	5	-	3	-	-	4	2	3
		3%	4%	1%	6%	1%	3%	2%	3%	3%	2%	3%	1%	3%	2%	2%	-	6%	-	-	1%	1%	3%
	(4)	3	2	1	-	-	1	2	-	-	1	2	-	-	1	-	-	-	-	-	-	-	-
		*	*	*	-	-	1%	1%	-	-	*	1%	-	-	*	-	-	-	-	-	-	-	-
	(3)	6	6	-	-	1	2	2	1	1	2	2	-	1	-	-	-	1	1	-	1	-	-
		1%	1%	-	-	1%	1%	1%	*	*	1%	1%	-	*	-	-	-	3%	3%	-	*	-	-
	(2)	2	1	1	1	-	-	1	-	-	1	-	-	1	1	1	-	-	-	-	-	*	-
		*	*	*	1%	-	-	1%	-	-	*	-	-	1%	*	*	-	-	-	-	-	*	-
Definitely would not vote	(1)	31	23	8	8	6	4	8	5	1	3	8	16	3	-	-	-	-	-	-	2	1	-
		3%	5%	2%	10%	5%	3%	4%	3%	*	1%	3%	9%	1%	-	-	-	-	-	-	1%	*	-
Refused		1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		2	1	2	-	-	-	1	-	2	1	-	-	2	-	-	-	-	-	-	1	1	-
		*	*	*	-	-	-	*	-	1%	*	-	-	1%	-	-	-	-	-	-	*	*	-
Mean		9.29	9.03	9.53	8.19	9.21	9.18	9.12	9.41	9.70	9.51	9.31	8.87	9.37	9.67	9.71	9.78	9.27	9.43	10.00	9.80	9.87	9.53
Standard deviation		1.94	2.34	1.46	2.95	2.22	2.00	2.23	1.77	1.07	1.54	1.87	2.67	1.67	1.06	0.97	0.65	1.74	1.43	0.00	0.99	0.74	1.13
Standard error		0.06	0.11	0.06	0.47	0.29	0.18	0.16	0.13	0.06	0.08	0.15	0.30	0.10	0.06	0.05	0.15	0.24	0.31	0.00	0.05	0.04	0.13

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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	1000	451	549	40	59	122	202	197	361	414	152	78	303	313	350	18	52	22	5	336	307	73
Weighted base	1000	474	526	80	107	150	186	178	280	270	313	171	193	295	356	17	52	31	5	300	264	108
Conservative	295 30%	142 30%	153 29%	19 24%	16 15%	26 17%	52 28%	59 33%	114 41%	90 33%	106 34%	32 19%	55 29%	295 100%	-	-	-	-	-	229 76%	9 4%	14 13%
Labour	356 36%	156 33%	200 38%	23 29%	66 61%	64 43%	72 39%	60 34%	71 25%	93 35%	118 38%	69 40%	64 33%	-	356 100%	-	-	-	-	13 4%	218 83%	45 41%
Liberal Democrat	17 2%	9 2%	8 1%	1 1%	2 2%	1 1%	5 2%	5 3%	3 1%	12 4%	-	3 2%	2 1%	-	-	17 100%	-	-	-	2 1%	2 1%	10 9%
The UK Independence Party (UKIP)	52 5%	36 8%	17 3%	3 4%	2 2%	8 5%	8 4%	11 6%	18 6%	12 4%	17 5%	10 6%	11 6%	-	-	-	52 100%	-	-	15 5%	6 2%	3 3%
The Green Party	31 3%	16 3%	16 3%	11 13%	-	4 3%	6 3%	8 4%	2 1%	6 2%	13 4%	5 3%	3 2%	-	-	-	-	31 100%	-	1 *	6 2%	9 8%
The British National Party (BNP)	1 *	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	1 16%	1 *	-	-
Some other party	4 *	3 1%	1 *	-	-	3 2%	1 *	-	1 *	1 *	2 1%	-	1 *	-	-	-	-	-	4 84%	1 *	2 1%	-
Would not vote	31 3%	23 5%	8 2%	8 10%	6 5%	4 3%	8 4%	5 3%	1 *	3 1%	8 3%	16 9%	3 1%	-	-	-	-	-	2 1%	1 *	-	-
Refused	86 9%	33 7%	53 10%	5 6%	5 5%	10 7%	15 8%	13 7%	34 12%	20 7%	24 8%	9 5%	21 11%	-	-	-	-	-	-	11 4%	6 2%	3 3%
Don't know	127 13%	56 12%	71 13%	9 12%	10 10%	30 20%	20 11%	18 10%	37 13%	33 12%	25 8%	27 16%	33 17%	-	-	-	-	-	-	26 9%	15 5%	25 23%

## Wirral West Poll

### CATI Fieldwork : 24th-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	649	299	350	22	40	73	134	136	233	285	108	48	182	268	302	16	41	17	5	254	247	47
Weighted base	643	306	337	43	74	89	122	123	183	183	219	104	114	252	305	14	42	26	4	229	216	69
Conservative	252	121	131	16	14	20	42	50	101	77	91	28	47	252	-	-	-	-	-	203	8	11
	39%	40%	39%	38%	19%	23%	35%	41%	55%	42%	42%	27%	41%	100%	-	-	-	-	-	88%	4%	16%
Labour	305	133	172	14	57	56	62	52	63	82	100	61	51	-	305	-	-	-	-	12	195	38
	47%	44%	51%	33%	77%	63%	51%	43%	34%	45%	46%	59%	45%	-	100%	-	-	-	-	5%	90%	55%
Liberal Democrat	14	8	7	1	2	1	4	4	3	10	-	3	2	-	-	14	-	-	-	1	1	9
	2%	3%	2%	2%	3%	1%	3%	3%	1%	6%	-	2%	1%	-	-	100%	-	-	-	1%	1%	13%
The UK Independence Party (UKIP)	42	27	15	3	*	5	7	10	14	8	14	7	9	-	-	-	42	-	-	11	5	3
	6%	9%	4%	7%	1%	6%	6%	8%	8%	4%	6%	7%	8%	-	-	-	100%	-	-	5%	2%	4%
The Green Party	26	13	13	8	-	4	6	6	2	4	12	5	3	-	-	-	-	26	-	1	5	8
	4%	4%	4%	19%	-	4%	5%	5%	1%	2%	5%	5%	2%	-	-	-	-	100%	-	*	2%	11%
The British National Party (BNP)	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	16%	*	-	-
Some other party	4	3	1	-	-	3	*	-	1	1	2	-	1	-	-	-	-	-	4	*	2	-
	1%	1%	*	-	-	3%	*	-	*	1%	1%	-	1%	-	-	-	-	-	84%	*	1%	-

**Wirral West Poll**  
**CATI Fieldwork : 24th-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	40%
Labour	46%
Liberal Democrat	3%
UKIP	6%
Green	4%
Other	1%

## Wirral West Poll

### CATI Fieldwork : 24th-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	1000	451	549	40	59	122	202	197	361	414	152	78	303	313	350	18	52	22	5	336	307	73
Weighted base	1000	474	526	80	107	150	186	178	280	270	313	171	193	295	356	17	52	31	5	300	264	108
Conservative	330 33%	162 34%	169 32%	22 27%	20 19%	30 20%	54 29%	67 37%	130 46%	95 35%	113 36%	44 26%	65 34%	278 94%	5 1%	2 14%	6 12%	4 13%	1 16%	238 79%	16 6%	21 19%
Labour	371 37%	162 34%	209 40%	23 29%	63 59%	68 46%	75 41%	69 39%	72 26%	95 35%	126 40%	70 41%	66 34%	1 *	338 95%	-	3 6%	9 30%	-	13 4%	221 84%	52 48%
Liberal Democrat	19 2%	9 2%	10 2%	-	2 2%	1 *	5 3%	3 2%	8 3%	10 4%	2 1%	3 2%	5 2%	3 1%	1 *	11 65%	2 3%	-	-	3 1%	5 2%	10 9%
The UK Independence Party (UKIP)	43 4%	34 7%	9 2%	3 4%	2 2%	8 5%	5 3%	8 5%	14 5%	12 4%	10 3%	8 4%	10 5%	1 *	1 *	-	38 72%	1 3%	1 13%	11 4%	3 1%	3 3%
The Green Party	20 2%	6 1%	14 3%	6 7%	-	7 4%	4 2%	3 2%	1 *	4 1%	9 3%	4 2%	2 1%	-	3 1%	1 7%	-	12 38%	-	1 *	4 1%	8 7%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	3 *	3 1%	1 *	-	-	2 1%	1 1%	-	-	1 *	2 1%	-	-	-	-	-	-	-	3 56%	1 *	2 1%	-
Would not vote	31 3%	23 5%	8 2%	8 10%	6 5%	4 3%	8 4%	5 3%	1 *	3 1%	8 3%	16 9%	3 1%	-	-	-	-	-	-	2 1%	1 *	-
Refused	69 7%	28 6%	41 8%	5 6%	5 5%	8 6%	12 6%	10 5%	24 9%	15 6%	20 6%	7 4%	15 8%	-	-	-	-	-	-	4 1%	3 1%	-
Don't know	113 11%	47 10%	66 13%	13 16%	9 8%	21 14%	22 12%	13 8%	30 11%	35 13%	24 8%	19 11%	27 14%	12 4%	8 2%	2 15%	4 7%	5 16%	1 16%	28 9%	9 3%	15 14%

## Wirral West Poll

### CATI Fieldwork : 24th-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	674	312	361	21	41	79	133	140	251	290	110	52	195	257	295	13	40	16	4	260	256	51	
Weighted base	667	316	351	40	75	97	122	127	197	186	222	110	123	242	299	12	40	22	4	236	224	77	
Conservative	283	138	144	19	18	25	43	57	114	81	97	38	56	238	4	2	5	3	1	212	14	18	
		42%	44%	41%	46%	24%	25%	35%	45%	58%	44%	44%	34%	46%	98%	1%	16%	14%	14%	18%	90%	6%	24%
Labour	316	136	181	14	54	61	65	58	63	84	105	62	53	1	291	-	3	8	-	11	197	43	
		47%	43%	51%	34%	72%	63%	54%	46%	32%	45%	47%	57%	43%	*	97%	-	7%	38%	-	5%	88%	55%
Liberal Democrat	16	8	8	-	2	1	4	3	7	9	1	3	3	2	*	9	1	-	-	2	4	9	
		2%	3%	2%	-	3%	1%	4%	2%	3%	5%	1%	2%	2%	1%	*	76%	4%	-	-	1%	2%	11%
The UK Independence Party (UKIP)	33	26	7	3	*	5	4	6	12	8	9	6	8	1	1	-	30	*	1	9	3	3	
		5%	8%	2%	8%	1%	5%	4%	5%	6%	4%	4%	5%	7%	*	*	-	75%	*	15%	4%	1%	3%
The Green Party	16	6	10	5	-	4	4	3	1	3	8	2	2	-	3	1	-	10	-	1	4	5	
		2%	2%	3%	12%	-	4%	3%	2%	*	2%	3%	1%	2%	-	1%	8%	-	47%	-	*	2%	7%
Some other party	3	2	*	-	-	2	1	-	-	1	2	-	-	-	-	-	-	-	2	*	2	-	
		*	1%	*	-	-	2%	1%	-	*	1%	-	-	-	-	-	-	-	66%	*	1%	-	



## Wirral West Poll

### CATI Fieldwork : 24th-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	1000	451	549	40	59	122	202	197	361	414	152	78	303	313	350	18	52	22	5	336	307	73
Weighted base	1000	474	526	80	107	150	186	178	280	270	313	171	193	295	356	17	52	31	5	300	264	108
I would not vote UKIP	686	306	380	61	78	110	132	125	173	204	222	115	118	204	300	16	-	21	1	193	215	94
	69%	65%	72%	77%	73%	73%	71%	71%	62%	76%	71%	67%	61%	69%	85%	97%	-	68%	27%	64%	81%	87%
I would not vote Liberal Democrat	587	289	297	43	57	83	109	103	181	154	186	109	118	191	228	-	38	18	5	203	176	45
	59%	61%	57%	54%	53%	56%	59%	58%	65%	57%	59%	64%	61%	65%	64%	-	73%	56%	100%	68%	67%	42%
I would not vote Conservative	414	192	222	36	64	78	82	71	83	105	132	85	76	-	297	6	28	24	3	17	208	62
	41%	41%	42%	45%	59%	52%	44%	40%	30%	39%	42%	50%	40%	-	83%	35%	53%	75%	56%	6%	79%	57%
I would not vote Labour	324	166	158	15	14	33	56	62	136	96	100	47	72	219	-	4	38	6	5	211	14	23
	32%	35%	30%	19%	13%	22%	30%	35%	49%	36%	32%	28%	38%	74%	-	21%	73%	18%	100%	70%	5%	21%
None of these - I would potentially vote for all of them	59	36	23	6	2	9	14	14	9	12	16	10	10	13	9	*	6	2	-	12	9	2
	6%	8%	4%	7%	2%	6%	8%	8%	3%	5%	5%	6%	5%	4%	2%	3%	12%	5%	-	4%	4%	2%
Don't know	35	13	21	5	3	2	5	2	15	8	7	3	10	1	2	-	-	-	-	2	2	-
	3%	3%	4%	6%	3%	2%	2%	1%	5%	3%	2%	2%	5%	*	1%	-	-	-	-	1%	1%	-



## Wirral West Poll

### CATI Fieldwork : 24th-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	1000	451	549	40	59	122	202	197	361	414	152	78	303	313	350	18	52	22	5	336	307	73	
Weighted base	1000	474	526	80	107	150	186	178	280	270	313	171	193	295	356	17	52	31	5	300	264	108	
NET: Well	617	329	288	58	74	80	99	109	187	187	179	112	113	226	200	14	25	14	3	226	146	64	
		62%	69%	55%	73%	69%	54%	53%	61%	67%	69%	57%	65%	59%	77%	56%	84%	48%	44%	60%	75%	55%	60%
Very well	(4)	73	39	34	5	3	8	9	21	25	21	20	15	16	40	15	1	4	-	1	33	13	7
		7%	8%	6%	6%	3%	5%	5%	12%	9%	8%	6%	9%	9%	14%	4%	3%	8%	-	16%	11%	5%	6%
Quite well	(3)	543	290	254	53	71	72	90	88	163	166	159	97	97	186	185	13	21	14	2	193	133	58
		54%	61%	48%	67%	66%	48%	49%	50%	58%	62%	51%	57%	50%	63%	52%	81%	40%	44%	45%	64%	50%	53%
Quite badly	(2)	188	80	108	15	22	37	47	38	29	46	72	35	29	15	94	2	16	13	1	20	73	28
		19%	17%	20%	19%	21%	25%	25%	21%	10%	17%	23%	20%	15%	5%	27%	9%	30%	40%	29%	7%	27%	26%
Very badly	(1)	26	10	16	-	1	3	9	6	4	6	8	4	7	2	14	-	3	-	-	4	6	4
		3%	2%	3%	-	1%	2%	5%	3%	1%	2%	3%	2%	4%	1%	4%	-	6%	-	-	1%	2%	3%
NET: Badly		214	90	124	15	23	40	55	44	33	52	81	38	36	17	109	2	19	13	1	24	79	32
		21%	19%	23%	19%	21%	27%	30%	25%	12%	19%	26%	22%	19%	6%	31%	9%	36%	40%	29%	8%	30%	30%
Don't know		169	55	115	7	10	29	31	25	60	31	54	21	43	52	47	1	8	5	1	51	39	12
		17%	12%	22%	8%	9%	19%	17%	14%	21%	11%	17%	12%	22%	18%	13%	7%	16%	15%	11%	17%	15%	11%
Mean		2.80	2.85	2.74	2.86	2.79	2.71	2.65	2.81	2.95	2.85	2.73	2.82	2.82	3.08	2.65	2.94	2.60	2.52	2.85	3.02	2.68	2.70
Standard deviation		0.63	0.60	0.66	0.50	0.50	0.63	0.68	0.71	0.56	0.60	0.64	0.63	0.69	0.51	0.65	0.37	0.77	0.51	0.79	0.53	0.63	0.65
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.03	0.03	0.06	0.08	0.04	0.03	0.04	0.09	0.12	0.12	0.39	0.03	0.04	0.08

## Wirral West Poll

### CATI Fieldwork : 24th-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	1000	451	549	40	59	122	202	197	361	414	152	78	303	313	350	18	52	22	5	336	307	73	
Weighted base	1000	474	526	80	107	150	186	178	280	270	313	171	193	295	356	17	52	31	5	300	264	108	
NET: Well	673	344	329	69	80	88	115	118	193	203	203	117	114	238	209	13	30	21	1	239	152	72	
	67%	73%	62%	87%	75%	59%	62%	67%	69%	75%	65%	68%	59%	81%	59%	80%	57%	68%	27%	80%	57%	66%	
Very well	(4)	86	47	39	6	6	9	10	23	31	27	19	21	14	43	19	4	3	-	1	35	19	9
		9%	10%	7%	7%	6%	6%	6%	13%	11%	10%	6%	12%	7%	15%	5%	21%	6%	-	16%	12%	7%	9%
Quite well	(3)	587	297	290	63	74	79	104	95	162	176	183	96	100	195	190	10	27	21	1	204	133	62
		59%	63%	55%	79%	69%	53%	56%	54%	58%	65%	59%	56%	52%	66%	54%	59%	52%	68%	11%	68%	50%	57%
Quite badly	(2)	166	68	98	7	16	36	44	30	31	36	66	31	28	20	81	2	12	4	4	23	71	16
		17%	14%	19%	8%	14%	24%	24%	17%	11%	13%	21%	18%	15%	7%	23%	13%	23%	12%	73%	8%	27%	15%
Very badly	(1)	30	13	17	-	1	8	11	6	4	5	4	7	12	1	19	-	5	-	-	1	11	3
		3%	3%	3%	-	1%	5%	6%	3%	2%	2%	1%	4%	6%	*	5%	-	10%	-	-	*	4%	3%
NET: Badly		196	81	115	7	16	44	55	36	36	41	70	38	41	21	100	2	17	4	4	24	82	19
		20%	17%	22%	8%	15%	29%	30%	20%	13%	15%	22%	22%	21%	7%	28%	13%	33%	12%	73%	8%	31%	17%
Don't know		131	49	83	4	11	18	16	24	52	26	40	16	38	37	46	1	5	6	-	37	30	18
		13%	10%	16%	5%	10%	12%	9%	13%	19%	9%	13%	9%	20%	12%	13%	7%	9%	21%	-	12%	11%	16%
Mean		2.84	2.89	2.79	2.99	2.88	2.68	2.67	2.88	2.96	2.92	2.80	2.84	2.75	3.08	2.68	3.10	2.59	2.85	2.42	3.04	2.68	2.86
Standard deviation		0.63	0.62	0.65	0.40	0.50	0.69	0.69	0.70	0.59	0.57	0.58	0.71	0.73	0.50	0.68	0.62	0.78	0.36	0.84	0.48	0.69	0.63
Standard error		0.02	0.03	0.03	0.07	0.07	0.07	0.05	0.05	0.03	0.03	0.05	0.08	0.05	0.03	0.04	0.15	0.11	0.09	0.37	0.03	0.04	0.08

## Wirral West Poll

### CATI Fieldwork : 24th-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	1000	451	549	40	59	122	202	197	361	414	152	78	303	313	350	18	52	22	5	336	307	73
Weighted base	1000	474	526	80	107	150	186	178	280	270	313	171	193	295	356	17	52	31	5	300	264	108
I am satisfied with the job David Cameron is doing overall as Prime Minister	344 34%	165 35%	178 34%	26 32%	30 28%	34 22%	58 31%	57 32%	133 47%	95 35%	111 35%	47 27%	74 38%	220 74%	21 6%	6 36%	16 30%	3 9%	1 29%	205 68%	29 11%	24 22%
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	157 16%	86 18%	71 14%	14 17%	8 7%	27 18%	29 16%	35 20%	36 13%	53 20%	47 15%	22 13%	27 14%	70 24%	11 3%	6 35%	16 31%	3 9%	1 27%	72 24%	10 4%	12 11%
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.	388 39%	176 37%	212 40%	34 42%	61 57%	70 47%	75 40%	69 39%	79 28%	98 36%	127 41%	84 49%	64 33%	5 2%	311 88%	3 21%	10 19%	18 58%	- -	17 6%	209 79%	57 53%
Refused	43 4%	17 4%	26 5%	5 6%	4 4%	5 3%	7 4%	6 3%	12 4%	12 5%	13 4%	3 2%	9 5%	- -	5 1%	- -	2 4%	3 10%	- -	1 *	4 1%	1 1%
Don't know	68 7%	30 6%	38 7%	2 3%	4 4%	14 9%	16 9%	11 6%	20 7%	11 4%	15 5%	16 9%	20 10%	1 *	8 2%	1 9%	9 17%	5 15%	2 45%	5 2%	13 5%	14 13%

## Wirral West Poll

### CATI Fieldwork : 24th-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	1000	451	549	40	59	122	202	197	361	414	152	78	303	313	350	18	52	22	5	336	307	73
Weighted base	1000	474	526	80	107	150	186	178	280	270	313	171	193	295	356	17	52	31	5	300	264	108
Labour	875	411	464	46	93	138	170	165	249	247	271	151	169	268	333	15	44	23	3	274	249	101
	88%	87%	88%	58%	87%	92%	91%	93%	89%	92%	86%	88%	88%	91%	94%	93%	84%	73%	60%	91%	94%	93%
The Conservatives	851	397	454	43	90	131	163	161	247	245	268	138	162	281	298	15	39	24	3	284	233	97
	85%	84%	86%	54%	84%	87%	88%	90%	88%	91%	85%	81%	84%	95%	84%	91%	75%	75%	71%	94%	88%	90%
The Liberal Democrat	563	263	300	22	51	72	107	115	182	171	180	83	106	194	179	11	28	19	3	203	135	75
	56%	56%	57%	28%	47%	48%	58%	65%	65%	64%	57%	49%	55%	66%	50%	66%	54%	59%	60%	68%	51%	69%
The UK Independence Party (UKIP)	462	231	231	29	56	64	79	94	133	128	147	84	82	142	150	7	37	17	1	152	112	49
	46%	49%	44%	36%	52%	43%	42%	53%	47%	47%	47%	49%	43%	48%	42%	44%	70%	55%	16%	50%	43%	45%
None of them	58	34	24	20	9	4	9	3	14	6	21	13	10	4	14	1	4	4	1	6	7	5
	6%	7%	5%	25%	8%	3%	5%	2%	5%	2%	7%	7%	5%	1%	4%	4%	8%	11%	16%	2%	3%	5%
Don't know	16	7	9	6	-	4	2	1	2	4	4	3	2	1	3	-	-	3	1	1	3	-
	2%	1%	2%	7%	-	2%	1%	*	1%	2%	1%	2%	1%	*	1%	-	-	11%	13%	*	1%	-

## Wirral West Poll

### CATI Fieldwork : 24th-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	1000	451	549	40	59	122	202	197	361	414	152	78	303	313	350	18	52	22	5	336	307	73
Weighted base	1000	474	526	80	107	150	186	178	280	270	313	171	193	295	356	17	52	31	5	300	264	108
A Labour government	359 36%	162 34%	197 38%	33 42%	60 56%	66 44%	75 40%	53 30%	72 26%	86 32%	126 40%	65 38%	70 36%	- -	302 85%	- -	7 13%	15 48%	- -	11 4%	210 79%	38 36%
A Conservative government	301 30%	134 28%	167 32%	20 26%	26 24%	23 15%	48 26%	52 29%	122 43%	87 32%	101 32%	39 23%	57 30%	234 79%	3 1%	- -	14 27%	1 3%	1 29%	214 71%	8 3%	13 12%
A coalition between the Conservatives and the Liberal Democrats	99 10%	59 12%	40 8%	6 7%	2 2%	12 8%	23 12%	19 11%	34 12%	34 13%	24 8%	19 11%	23 12%	49 16%	1 *	10 61%	6 12%	2 5%	3 60%	55 18%	10 4%	13 12%
A coalition between Labour and the Liberal Democrats	93 9%	52 11%	41 8%	9 11%	11 10%	19 12%	14 8%	25 14%	15 5%	30 11%	27 9%	21 12%	13 7%	5 2%	44 13%	6 39%	3 6%	6 19%	1 11%	6 2%	25 10%	28 26%
Don't know	148 15%	67 14%	81 15%	11 14%	9 8%	30 20%	26 14%	29 16%	37 13%	33 12%	36 11%	28 16%	30 15%	8 3%	5 2%	- -	22 42%	8 25%	- -	15 5%	12 4%	15 14%

**Wirral West Poll**  
**CATI Fieldwork : 24th-30th April 2015**

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	451 45%	474 47%
Female	549 55%	526 53%

**Wirral West Poll**  
**CATI Fieldwork : 24th-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	1000	1000
Weighted base	1000	1000
18-24	40 4%	80 8%
25-34	59 6%	107 11%
35-44	122 12%	150 15%
45-54	202 20%	186 19%
55-64	197 20%	178 18%
65 or older	361 36%	280 28%
Refused	19 2%	19 2%

**Wirral West Poll**  
**CATI Fieldwork : 24th-30th April 2015**

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	168 17%	111 11%
B	246 25%	158 16%
C1	152 15%	313 31%
C2	78 8%	171 17%
D	54 5%	38 4%
E	249 25%	155 16%
Refused	53 5%	53 5%



**Wirral West Poll**  
**CATI Fieldwork : 24th-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	1000	1000
Weighted base	1000	1000
Conservative	336 34%	300 30%
Labour	307 31%	264 26%
Liberal Democrats	73 7%	108 11%
Another party	27 3%	31 3%
Did not vote	146 15%	196 20%
Refused	62 6%	55 5%
Don't know	49 5%	47 5%