

## Birmingham Yardley Poll

### CATI Fieldwork : 27th-31st October 2014

Absolutes/col percents

Table 1

**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	441	559	87	148	163	187	154	258	243	203	150	348	129	255	125	160	19	10	124	194	213	
Weighted base	1000	490	510	127	198	186	171	125	189	111	260	214	359	112	270	114	166	21	12	104	171	204	
Certain to vote	(10)	456	231	225	41	72	84	80	71	108	62	135	94	148	68	142	69	86	14	4	78	102	122
		46%	47%	44%	32%	36%	45%	47%	57%	57%	56%	52%	44%	41%	60%	53%	60%	51%	69%	32%	75%	60%	60%
	(9)	47	25	22	1	10	11	7	6	13	8	15	6	16	8	12	7	13	-	-	6	11	15
		5%	5%	4%	1%	5%	6%	4%	5%	7%	7%	6%	3%	5%	7%	4%	6%	8%	-	-	6%	6%	7%
	(8)	106	48	58	17	26	14	19	10	20	9	21	25	43	13	28	7	21	6	6	9	15	18
		11%	10%	11%	13%	13%	7%	11%	8%	10%	8%	8%	12%	12%	12%	10%	6%	13%	27%	49%	9%	9%	9%
	(7)	72	33	39	16	14	13	15	6	7	6	14	23	22	7	28	8	21	1	-	2	8	16
		7%	7%	8%	13%	7%	7%	9%	4%	4%	6%	5%	11%	6%	7%	10%	7%	13%	3%	-	2%	5%	8%
	(6)	40	22	18	11	10	3	5	5	6	3	10	12	10	5	15	5	4	-	-	2	9	6
		4%	4%	3%	9%	5%	2%	3%	4%	3%	3%	4%	5%	3%	5%	6%	4%	3%	-	-	2%	5%	3%
	(5)	77	41	36	12	12	14	18	9	11	7	17	13	33	5	19	9	12	-	2	5	8	13
		8%	8%	7%	9%	6%	8%	10%	7%	6%	6%	7%	6%	9%	5%	7%	8%	7%	-	20%	4%	5%	7%
	(4)	26	11	16	2	9	6	3	3	2	*	5	14	4	3	8	5	4	-	-	-	3	4
		3%	2%	3%	1%	5%	3%	2%	3%	1%	*	2%	6%	1%	3%	3%	4%	2%	-	-	-	2%	2%
	(3)	28	9	19	4	5	12	2	1	3	3	4	4	17	1	14	2	4	-	-	-	3	4
		3%	2%	4%	3%	3%	7%	1%	1%	2%	2%	2%	2%	5%	1%	5%	2%	2%	-	-	-	2%	2%
	(2)	20	11	9	5	5	6	-	3	1	2	6	5	6	1	4	3	1	*	-	1	2	1
		2%	2%	2%	4%	2%	3%	-	2%	1%	2%	2%	2%	2%	1%	2%	3%	*	1%	-	1%	1%	1%
Definitely would not vote	(1)	120	56	64	20	35	23	19	9	14	11	32	14	54	-	-	-	-	-	-	1	8	3
		12%	11%	12%	16%	18%	12%	11%	7%	7%	10%	12%	7%	15%	-	-	-	-	-	-	1%	5%	2%
Don't know		9	4	5	-	-	-	2	3	4	-	-	4	5	-	-	-	-	-	-	1	1	1
		1%	1%	1%	-	-	-	1%	2%	2%	-	-	2%	1%	-	-	-	-	-	-	1%	1%	*
Mean		7.37	7.46	7.29	6.55	6.71	7.12	7.59	8.08	8.26	7.98	7.59	7.54	7.02	8.76	8.21	8.44	8.48	9.27	8.04	9.30	8.38	8.61
Standard deviation		3.19	3.16	3.22	3.25	3.43	3.36	3.03	2.88	2.76	3.02	3.24	2.87	3.36	1.90	2.32	2.33	1.97	1.32	1.82	1.57	2.58	2.19
Standard error		0.10	0.15	0.14	0.35	0.28	0.26	0.22	0.23	0.17	0.19	0.23	0.24	0.18	0.17	0.15	0.21	0.16	0.30	0.58	0.14	0.19	0.15

## Birmingham Yardley Poll

### CATI Fieldwork : 27th-31st October 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	1000	441	559	87	148	163	187	154	258	243	203	150	348	129	255	125	160	19	10	124	194	213
Weighted base	1000	490	510	127	198	186	171	125	189	111	260	214	359	112	270	114	166	21	12	104	171	204
Conservative	112 11%	54 11%	58 11%	6 4%	19 10%	24 13%	21 13%	13 10%	29 15%	19 17%	38 15%	28 13%	22 6%	112 100%	-	-	-	-	-	54 53%	6 4%	19 9%
Labour	270 27%	128 26%	142 28%	60 47%	65 33%	57 31%	41 24%	24 19%	24 13%	33 30%	71 27%	60 28%	96 27%	-	270 100%	-	-	-	-	12 12%	108 63%	33 16%
Liberal Democrat	114 11%	54 11%	61 12%	4 3%	21 11%	12 7%	14 8%	17 13%	46 24%	12 11%	20 8%	27 13%	53 15%	-	-	114 100%	-	-	-	5 5%	6 4%	75 37%
The UK Independence Party (UKIP)	166 17%	96 19%	71 14%	15 12%	18 9%	31 17%	41 24%	31 24%	31 16%	13 12%	40 15%	46 21%	61 17%	-	-	-	166 100%	-	-	19 18%	21 12%	34 17%
The Green Party	21 2%	8 2%	13 3%	5 4%	5 2%	2 1%	6 3%	2 1%	2 1%	3 3%	7 3%	6 3%	4 1%	-	-	-	-	21 100%	-	1 1%	* *	5 2%
The British National Party (BNP)	2 *	1 *	1 *	1 1%	-	-	-	1 1%	-	-	-	-	1 *	-	-	-	-	-	2 21%	-	-	-
Some other party	9 1%	8 2%	1 *	2 1%	2 1%	4 2%	1 1%	-	-	2 2%	3 1%	-	4 1%	-	-	-	-	-	9 79%	-	1 1%	1 1%
Would not vote	120 12%	56 11%	64 12%	20 16%	35 18%	23 12%	19 11%	9 7%	14 7%	11 10%	32 12%	14 7%	54 15%	-	-	-	-	-	-	1 1%	8 5%	3 2%
Refused	49 5%	29 6%	20 4%	2 1%	3 2%	7 4%	7 4%	10 8%	18 9%	6 6%	12 5%	10 5%	12 3%	-	-	-	-	-	-	2 2%	2 1%	7 4%
Don't know	136 14%	56 11%	80 16%	13 10%	29 15%	27 14%	20 12%	19 15%	26 14%	12 10%	36 14%	23 11%	53 15%	-	-	-	-	-	-	9 9%	18 10%	25 12%

## Birmingham Yardley Poll

### CATI Fieldwork : 27th-31st October 2014

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	487	225	262	39	63	77	95	82	132	137	102	74	157	98	170	86	111	15	6	89	122	127
Weighted base	469	236	233	55	80	88	85	63	97	60	129	103	159	81	174	78	113	17	7	74	106	118
Conservative	81	40	41	3	13	15	17	10	22	15	28	18	15	81	-	-	-	-	-	45	4	14
	17%	17%	17%	6%	16%	18%	20%	16%	23%	25%	21%	17%	10%	100%	-	-	-	-	-	60%	3%	12%
Labour	174	81	93	35	39	39	25	18	17	24	50	35	60	-	174	-	-	-	-	9	81	24
	37%	34%	40%	64%	48%	45%	29%	29%	17%	39%	38%	34%	38%	-	100%	-	-	-	-	13%	76%	20%
Liberal Democrat	78	40	37	3	13	8	9	11	34	9	14	18	36	-	-	78	-	-	-	5	4	54
	17%	17%	16%	5%	16%	9%	11%	18%	35%	15%	11%	17%	23%	-	-	100%	-	-	-	7%	4%	46%
The UK Independence Party (UKIP)	113	63	50	9	11	21	28	22	22	9	29	28	43	-	-	-	113	-	-	14	17	21
	24%	27%	22%	17%	13%	24%	33%	34%	23%	15%	22%	27%	27%	-	-	-	100%	-	-	19%	16%	18%
The Green Party	17	6	10	4	4	1	5	1	1	2	6	5	3	-	-	-	-	17	-	1	*	4
	4%	3%	4%	7%	5%	1%	6%	2%	1%	4%	5%	5%	2%	-	-	-	-	100%	-	1%	*	3%
The British National Party (BNP)	2	1	1	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	2	-	-	-
	*	*	*	2%	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	25%	-	-	-
Some other party	5	5	*	*	1	3	1	-	-	1	2	-	2	-	-	-	-	-	5	-	1	1
	1%	2%	*	*	2%	3%	1%	-	-	2%	2%	-	1%	-	-	-	-	-	75%	-	1%	1%

**Birmingham Yardley Poll**  
**CATI Fieldwork : 27th-31st October 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	18%
Labour	37%
Liberal Democrat	18%
UKIP	23%
Green	3%
Other	1%

## Birmingham Yardley Poll

### CATI Fieldwork : 27th-31st October 2014

Absolutes/col percents

Table 5

**Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?**

**Base: All respondents**

	Total	Gender		Age					SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	441	559	87	148	163	187	154	258	243	203	150	348	129	255	125	160	19	10	124	194	213
Weighted base	1000	490	510	127	198	186	171	125	189	111	260	214	359	112	270	114	166	21	12	104	171	204
Conservative	85 8%	41 8%	44 9%	4 3%	13 7%	17 9%	17 10%	14 11%	18 10%	12 11%	30 11%	22 10%	18 5%	71 63%	2 1%	-	6 4%	1 5%	-	43 42%	5 3%	7 3%
Labour	255 25%	125 25%	130 25%	54 42%	52 26%	60 32%	36 21%	24 20%	29 15%	34 31%	58 22%	60 28%	92 26%	2 2%	222 82%	5 4%	3 2%	4 17%	*	9 9%	99 58%	31 15%
Liberal Democrat	250 25%	113 23%	137 27%	10 8%	47 24%	37 20%	45 26%	36 29%	75 40%	25 23%	65 25%	59 28%	96 27%	23 21%	39 14%	108 94%	30 18%	4 21%	-	28 27%	27 16%	123 60%
The UK Independence Party (UKIP)	144 14%	85 17%	58 11%	22 17%	18 9%	23 13%	30 17%	24 19%	28 15%	12 11%	36 14%	34 16%	53 15%	7 6%	5 2%	-	121 73%	1 7%	-	16 16%	19 11%	22 11%
The Green Party	14 1%	7 1%	7 1%	4 3%	5 2%	-	4 2%	1 1%	1 *	1 1%	8 3%	2 1%	3 1%	-	1 *	-	-	9 41%	2 16%	-	1 1%	1 *
The British National Party (BNP)	2 *	1 *	1 *	1 1%	-	-	-	1 1%	-	-	-	-	1 *	-	-	-	-	-	2 21%	-	-	-
Some other party	8 1%	6 1%	2 *	-	2 1%	2 1%	3 2%	1 1%	-	1 1%	3 1%	1 1%	3 1%	1 1%	-	-	1 *	-	6 51%	-	-	3 1%
Would not vote	120 12%	56 11%	64 12%	20 16%	35 18%	23 12%	19 11%	9 7%	14 7%	11 10%	32 12%	14 7%	54 15%	-	-	-	-	-	-	1 1%	8 5%	3 2%
Refused	33 3%	19 4%	13 3%	2 1%	3 2%	3 2%	5 3%	6 5%	11 6%	2 2%	5 2%	8 4%	8 2%	-	-	-	-	-	-	1 1%	1 *	2 1%
Don't know	90 9%	36 7%	54 11%	11 8%	23 12%	20 11%	13 7%	9 7%	14 7%	13 11%	22 9%	13 6%	31 9%	8 7%	1 *	2 2%	5 3%	2 8%	1 9%	6 5%	11 6%	12 6%

## Birmingham Yardley Poll

### CATI Fieldwork : 27th-31st October 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	523	242	282	40	63	79	99	92	151	141	114	79	171	91	169	86	109	13	5	94	128	140
Weighted base	503	254	248	57	84	90	89	73	111	62	141	110	171	75	173	77	110	15	6	78	110	132
Conservative	60 12%	31 12%	29 12%	2 3%	9 11%	11 12%	13 15%	10 14%	15 13%	10 16%	22 16%	14 12%	11 7%	51 68%	1 1%	- -	4 3%	1 6%	- -	34 44%	4 3%	4 3%
Labour	157 31%	78 31%	79 32%	32 56%	28 33%	38 42%	21 24%	18 25%	21 19%	24 39%	40 28%	34 31%	53 31%	1 1%	139 80%	3 4%	2 2%	3 18%	* 1%	7 9%	70 63%	22 17%
Liberal Democrat	169 34%	76 30%	92 37%	6 11%	31 37%	24 27%	29 33%	25 35%	53 48%	18 29%	46 32%	38 34%	66 39%	17 22%	28 16%	74 96%	20 18%	3 23%	- -	23 30%	21 19%	89 68%
The UK Independence Party (UKIP)	99 20%	59 23%	41 16%	14 24%	11 13%	16 17%	20 23%	18 24%	22 20%	9 14%	25 17%	22 20%	37 22%	6 8%	4 2%	- -	84 76%	1 6%	- -	13 17%	15 14%	14 11%
The Green Party	10 2%	5 2%	5 2%	2 4%	4 5%	- -	3 3%	* 1%	1 1%	1 2%	7 5%	2 2%	1 *	- -	1 1%	- -	- -	7 48%	* 3%	- -	1 1%	1 *
The British National Party (BNP)	2 *	1 *	1 *	1 2%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	2 28%	- -	- -	- -
Some other party	5 1%	4 2%	1 *	- -	1 2%	2 2%	1 2%	* *	- -	1 1%	2 2%	1 *	2 1%	1 1%	- -	- -	* *	- -	4 68%	- -	- -	1 1%

**Birmingham Yardley Poll**  
**CATI Fieldwork : 27th-31st October 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	12%
Labour	31%
Liberal Democrat	34%
UKIP	19%
Green	2%
Other	1%

## Birmingham Yardley Poll

### CATI Fieldwork : 27th-31st October 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	1000	441	559	87	148	163	187	154	258	243	203	150	348	129	255	125	160	19	10	124	194	213
Weighted base	1000	490	510	127	198	186	171	125	189	111	260	214	359	112	270	114	166	21	12	104	171	204
I would not vote Conservative	566 57%	291 59%	274 54%	76 60%	102 52%	101 54%	112 65%	75 60%	99 53%	59 54%	149 57%	117 55%	215 60%	- -	202 75%	72 63%	127 76%	17 81%	9 80%	25 24%	134 78%	121 59%
I would not vote UKIP	524 52%	251 51%	273 54%	65 51%	132 67%	92 50%	77 45%	55 44%	101 53%	71 64%	136 52%	110 51%	187 52%	67 60%	203 75%	81 71%	- -	17 85%	9 75%	47 45%	113 66%	119 58%
I would not vote Liberal Democrat	462 46%	248 51%	213 42%	70 55%	93 47%	90 48%	91 53%	58 46%	61 32%	56 51%	123 47%	106 50%	154 43%	57 51%	158 58%	- -	102 61%	13 63%	9 75%	54 52%	101 59%	48 23%
I would not vote Labour	398 40%	220 45%	178 35%	32 25%	57 29%	66 36%	82 48%	58 46%	103 54%	48 43%	104 40%	86 40%	140 39%	82 73%	- -	65 57%	119 72%	10 49%	7 60%	73 71%	24 14%	99 48%
None of these - I would potentially vote for all of them	128 13%	57 12%	71 14%	23 18%	24 12%	28 15%	17 10%	19 15%	15 8%	8 7%	37 14%	20 9%	44 12%	9 8%	21 8%	13 12%	11 7%	1 5%	- -	8 7%	12 7%	16 8%
Don't know	12 1%	4 1%	8 2%	1 1%	3 1%	2 1%	- -	3 2%	4 2%	1 1%	1 *	- -	10 3%	- -	1 *	1 1%	1 1%	- -	- -	* *	1 1%	1 1%

## Birmingham Yardley Poll

### CATI Fieldwork : 27th-31st October 2014

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	441	559	87	148	163	187	154	258	243	203	150	348	129	255	125	160	19	10	124	194	213	
Weighted base	1000	490	510	127	198	186	171	125	189	111	260	214	359	112	270	114	166	21	12	104	171	204	
NET: Well	514	288	226	77	96	97	71	67	103	68	126	115	173	96	138	59	67	11	7	77	79	104	
	51%	59%	44%	61%	49%	52%	42%	54%	54%	61%	48%	53%	48%	85%	51%	52%	40%	51%	59%	74%	46%	51%	
Very well	(4)	57	39	18	7	14	11	9	9	6	4	12	17	14	14	5	9	2	2	9	8	10	
		6%	8%	4%	6%	7%	6%	5%	7%	3%	4%	4%	8%	4%	12%	5%	4%	5%	9%	15%	9%	5%	5%
Quite well	(3)	457	249	208	70	82	86	63	59	97	64	115	97	159	82	124	54	58	9	5	68	71	95
		46%	51%	41%	55%	42%	46%	37%	47%	51%	58%	44%	46%	44%	73%	46%	48%	35%	42%	44%	65%	41%	47%
Quite badly	(2)	341	134	208	42	70	58	75	43	52	32	95	74	127	12	105	45	70	8	2	22	66	79
		34%	27%	41%	33%	35%	31%	44%	34%	28%	29%	36%	35%	36%	10%	39%	39%	42%	39%	16%	22%	38%	39%
Very badly	(1)	106	51	55	8	27	27	15	9	20	9	29	18	41	3	20	7	25	-	3	2	23	11
		11%	10%	11%	6%	13%	15%	9%	7%	10%	8%	11%	8%	12%	2%	7%	6%	15%	-	25%	2%	14%	5%
NET: Badly		447	185	262	50	96	85	91	52	72	41	124	93	169	14	125	52	96	8	5	25	89	90
		45%	38%	51%	39%	49%	46%	53%	41%	38%	37%	48%	43%	47%	13%	46%	46%	57%	39%	41%	24%	52%	44%
Don't know		39	18	21	-	6	4	9	6	15	2	10	7	17	2	7	3	4	2	-	2	4	9
		4%	4%	4%	-	3%	2%	5%	5%	8%	2%	4%	3%	5%	2%	3%	2%	2%	10%	-	2%	2%	5%
Mean		2.48	2.58	2.39	2.60	2.44	2.44	2.40	2.56	2.51	2.58	2.43	2.55	2.43	2.97	2.51	2.51	2.31	2.67	2.49	2.82	2.38	2.53
Standard deviation		0.77	0.79	0.73	0.69	0.82	0.82	0.74	0.74	0.74	0.70	0.76	0.77	0.76	0.57	0.71	0.69	0.80	0.67	1.07	0.61	0.78	0.68
Standard error		0.02	0.04	0.03	0.07	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.04	0.05	0.05	0.06	0.06	0.16	0.34	0.06	0.06	0.05

## Birmingham Yardley Poll

### CATI Fieldwork : 27th-31st October 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	1000	441	559	87	148	163	187	154	258	243	203	150	348	129	255	125	160	19	10	124	194	213	
Weighted base	1000	490	510	127	198	186	171	125	189	111	260	214	359	112	270	114	166	21	12	104	171	204	
NET: Well	547	297	250	77	121	93	78	66	111	73	147	110	184	91	147	74	72	13	4	76	79	120	
	55%	61%	49%	61%	61%	50%	46%	53%	58%	66%	56%	52%	51%	81%	54%	64%	43%	64%	33%	73%	46%	59%	
Very well	(4)	50	37	13	11	16	6	3	7	7	5	12	14	15	7	14	9	7	2	2	5	7	7
		5%	8%	2%	8%	8%	3%	2%	6%	3%	4%	5%	7%	4%	6%	5%	8%	4%	9%	15%	5%	4%	3%
Quite well	(3)	497	260	237	67	106	86	75	59	104	68	135	96	170	84	132	65	66	11	2	71	73	113
		50%	53%	47%	52%	53%	46%	44%	47%	55%	62%	52%	45%	47%	75%	49%	57%	39%	55%	18%	68%	42%	55%
Quite badly	(2)	327	138	190	46	54	62	66	47	51	30	85	81	117	14	105	31	64	7	7	19	69	69
		33%	28%	37%	36%	28%	33%	39%	38%	27%	27%	32%	38%	33%	13%	39%	27%	39%	36%	58%	19%	40%	34%
Very badly	(1)	82	35	47	1	15	23	17	10	15	5	22	16	37	3	14	6	23	-	1	4	19	10
		8%	7%	9%	1%	8%	12%	10%	8%	8%	4%	8%	7%	10%	2%	5%	6%	14%	-	9%	4%	11%	5%
NET: Badly		409	172	237	47	70	85	84	57	66	34	106	97	154	17	119	38	87	7	8	23	88	79
		41%	35%	46%	37%	35%	45%	49%	46%	35%	31%	41%	45%	43%	15%	44%	33%	52%	36%	67%	22%	51%	39%
Don't know		44	21	23	3	7	9	9	2	13	3	7	7	20	4	5	3	7	-	-	5	4	4
		4%	4%	5%	2%	4%	5%	5%	1%	7%	3%	3%	3%	6%	3%	2%	3%	4%	-	-	5%	2%	2%
Mean		2.54	2.64	2.44	2.70	2.64	2.43	2.39	2.51	2.58	2.68	2.54	2.53	2.48	2.88	2.56	2.68	2.35	2.74	2.39	2.78	2.40	2.59
Standard deviation		0.72	0.73	0.70	0.64	0.75	0.76	0.71	0.74	0.70	0.63	0.72	0.74	0.75	0.53	0.68	0.70	0.78	0.63	0.88	0.59	0.74	0.65
Standard error		0.02	0.04	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.05	0.06	0.04	0.05	0.04	0.06	0.06	0.14	0.28	0.05	0.05	0.04

## Birmingham Yardley Poll

### CATI Fieldwork : 27th-31st October 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	1000	441	559	87	148	163	187	154	258	243	203	150	348	129	255	125	160	19	10	124	194	213
Weighted base	1000	490	510	127	198	186	171	125	189	111	260	214	359	112	270	114	166	21	12	104	171	204
I am satisfied with the job David Cameron is doing overall as Prime Minister	267 27%	137 28%	130 26%	26 20%	50 25%	47 25%	50 29%	29 23%	62 33%	32 28%	71 27%	58 27%	91 25%	61 54%	52 19%	38 33%	33 20%	2 9%	- -	48 46%	21 12%	59 29%
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	277 28%	132 27%	145 28%	39 31%	54 27%	55 29%	38 22%	40 32%	52 27%	36 32%	77 29%	68 32%	87 24%	43 39%	48 18%	33 29%	67 40%	11 54%	2 18%	40 38%	27 16%	63 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.	293 29%	144 29%	149 29%	47 37%	65 33%	50 27%	56 33%	36 29%	39 21%	32 29%	70 27%	57 26%	123 34%	7 6%	149 55%	26 22%	42 25%	6 28%	6 50%	12 12%	105 61%	49 24%
Refused	23 2%	13 3%	10 2%	1 1%	2 1%	3 2%	5 3%	2 2%	9 5%	3 3%	5 2%	3 2%	10 3%	- -	- -	- -	5 3%	- -	- -	2 1%	4 2%	1 1%
Don't know	140 14%	64 13%	76 15%	14 11%	26 13%	31 17%	22 13%	18 15%	27 14%	8 8%	38 15%	28 13%	48 13%	1 1%	22 8%	18 16%	19 11%	2 9%	4 31%	2 2%	14 8%	31 15%

## Birmingham Yardley Poll

### CATI Fieldwork : 27th-31st October 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	1000	441	559	87	148	163	187	154	258	243	203	150	348	129	255	125	160	19	10	124	194	213
Weighted base	1000	490	510	127	198	186	171	125	189	111	260	214	359	112	270	114	166	21	12	104	171	204
The Liberal Democrat	324 32%	162 33%	162 32%	19 15%	50 25%	68 37%	60 35%	42 34%	84 44%	45 41%	81 31%	71 33%	117 33%	43 38%	73 27%	63 55%	54 32%	12 59%	5 44%	37 35%	54 31%	113 55%
Labour	163 16%	85 17%	78 15%	29 23%	35 18%	38 20%	26 15%	15 12%	21 11%	18 16%	48 19%	25 12%	65 18%	19 17%	53 20%	14 12%	28 17%	4 17%	7 59%	14 13%	33 19%	29 14%
The Conservatives	81 8%	27 6%	54 11%	11 9%	30 15%	22 12%	6 4%	2 2%	10 5%	10 9%	20 8%	8 4%	37 10%	4 3%	22 8%	9 8%	17 10%	1 4%	4 33%	4 4%	11 6%	12 6%
The UK Independence Party (UKIP)	74 7%	43 9%	31 6%	15 12%	16 8%	22 12%	10 6%	5 4%	5 3%	7 7%	26 10%	8 4%	26 7%	2 2%	13 5%	10 9%	25 15%	3 17%	4 32%	6 6%	16 9%	11 5%
None of them	557 56%	279 57%	278 54%	82 64%	116 58%	89 48%	100 58%	71 57%	96 51%	54 49%	142 55%	124 58%	198 55%	59 52%	154 57%	43 38%	86 52%	8 41%	4 34%	56 54%	100 58%	80 39%
Don't know	12 1%	3 1%	10 2%	1 1%	6 3%	* *	1 1%	2 1%	2 1%	2 1%	5 2%	- -	4 1%	- -	6 2%	2 2%	- -	- -	* 4%	2 2%	- -	2 1%

## Birmingham Yardley Poll

### CATI Fieldwork : 27th-31st October 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	1000	441	559	87	148	163	187	154	258	243	203	150	348	129	255	125	160	19	10	124	194	213
Weighted base	1000	490	510	127	198	186	171	125	189	111	260	214	359	112	270	114	166	21	12	104	171	204
A Labour government	348	163	185	67	76	76	58	36	34	36	84	72	142	5	214	9	35	8	8	15	115	49
	35%	33%	36%	52%	39%	41%	34%	29%	18%	32%	32%	34%	40%	5%	79%	7%	21%	37%	67%	14%	67%	24%
A Conservative government	189	104	85	13	26	29	45	27	48	26	49	54	53	83	8	13	46	-	-	59	15	24
	19%	21%	17%	11%	13%	16%	26%	22%	25%	24%	19%	25%	15%	74%	3%	12%	27%	-	-	57%	9%	12%
A coalition between Labour and the Liberal Democrats	156	67	89	19	35	31	24	21	27	18	45	30	56	4	41	42	25	3	3	6	27	45
	16%	14%	17%	15%	18%	16%	14%	17%	15%	16%	17%	14%	16%	3%	15%	37%	15%	14%	27%	6%	16%	22%
A coalition between the Conservatives and the Liberal Democrats	124	65	58	12	21	19	21	16	35	16	36	32	36	19	2	39	26	5	-	19	2	54
	12%	13%	11%	10%	11%	10%	12%	13%	18%	15%	14%	15%	10%	17%	1%	34%	16%	23%	-	18%	1%	27%
Don't know	183	91	92	17	40	31	23	25	45	14	47	26	71	1	5	12	34	5	1	5	12	31
	18%	18%	18%	13%	20%	16%	14%	20%	24%	13%	18%	12%	20%	1%	2%	10%	21%	25%	5%	5%	7%	15%

**Birmingham Yardley Poll**  
**CATI Fieldwork : 27th-31st October 2014**

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	441 44%	490 49%
Female	559 56%	510 51%

**Birmingham Yardley Poll**  
**CATI Fieldwork : 27th-31st October 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	1000	1000
Weighted base	1000	1000
18-24	87 9%	127 13%
25-34	148 15%	198 20%
35-44	163 16%	186 19%
45-54	187 19%	171 17%
55-64	154 15%	125 13%
65 or older	258 26%	189 19%
Refused	3 *	3 *

**Birmingham Yardley Poll**  
**CATI Fieldwork : 27th-31st October 2014**

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	74 7%	35 3%
B	169 17%	76 8%
C1	203 20%	260 26%
C2	150 15%	214 21%
D	155 16%	180 18%
E	193 19%	179 18%
Refused	56 6%	56 6%

**Birmingham Yardley Poll**  
**CATI Fieldwork : 27th-31st October 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	1000	1000
Weighted base	1000	1000
Conservative	124 12%	104 10%
Labour	194 19%	171 17%
Liberal Democrats	213 21%	204 20%
Another party	36 4%	46 5%
Did not vote	341 34%	381 38%
Refused	37 4%	32 3%
Don't know	55 6%	63 6%