

Wirral West Poll

CATI Fieldwork : 22nd-26th 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 | 428 | 572 | 40 | 67 | 124 | 181 | 218 | 365 | 461 | 195 | 96 | 204 | 270 | 277 | 38 | 111 | 33 | 6 | 322 | 264 | 89 | |
| Weighted base | 1000 | 474 | 526 | 81 | 109 | 152 | 189 | 180 | 285 | 272 | 316 | 173 | 195 | 242 | 298 | 39 | 117 | 37 | 7 | 285 | 247 | 111 | |
| Certain to vote | (10) | 616 | 285 | 331 | 37 | 61 | 79 | 114 | 124 | 196 | 186 | 174 | 113 | 122 | 189 | 203 | 24 | 77 | 21 | 5 | 214 | 188 | 77 |
| | | 62% | 60% | 63% | 46% | 56% | 52% | 61% | 69% | 69% | 68% | 55% | 65% | 63% | 78% | 68% | 61% | 65% | 57% | 65% | 75% | 76% | 69% |
| | (9) | 58 | 27 | 31 | 5 | 2 | 5 | 16 | 15 | 15 | 16 | 20 | 10 | 6 | 13 | 23 | * | 9 | 1 | - | 19 | 14 | 1 |
| | | 6% | 6% | 6% | 6% | 1% | 3% | 8% | 8% | 5% | 6% | 6% | 6% | 3% | 5% | 8% | 1% | 8% | 1% | - | 7% | 6% | 1% |
| | (8) | 79 | 37 | 42 | 1 | 4 | 21 | 17 | 17 | 20 | 24 | 28 | 9 | 15 | 16 | 20 | 6 | 6 | 6 | - | 15 | 17 | 9 |
| | | 8% | 8% | 8% | 1% | 3% | 14% | 9% | 9% | 7% | 9% | 9% | 5% | 8% | 7% | 7% | 14% | 5% | 17% | - | 5% | 7% | 8% |
| | (7) | 43 | 22 | 21 | 11 | 10 | 8 | 4 | 2 | 8 | 11 | 20 | 7 | 3 | 8 | 17 | 5 | 4 | - | 2 | 12 | 9 | 8 |
| | | 4% | 5% | 4% | 13% | 9% | 5% | 2% | 1% | 3% | 4% | 6% | 4% | 1% | 3% | 6% | 13% | 4% | - | 25% | 4% | 4% | 8% |
| | (6) | 28 | 15 | 14 | 9 | 3 | 7 | 3 | 4 | 3 | 4 | 12 | 4 | 8 | 4 | 10 | - | 3 | 1 | - | 4 | 4 | 4 |
| | | 3% | 3% | 3% | 11% | 2% | 4% | 2% | 2% | 1% | 2% | 4% | 2% | 4% | 2% | 4% | - | 3% | 1% | - | 1% | 2% | 3% |
| | (5) | 71 | 35 | 36 | 9 | 9 | 10 | 18 | 8 | 18 | 13 | 20 | 15 | 17 | 8 | 10 | 4 | 14 | 3 | 1 | 10 | 10 | 5 |
| | | 7% | 7% | 7% | 11% | 8% | 7% | 9% | 4% | 6% | 5% | 6% | 9% | 9% | 3% | 4% | 9% | 12% | 7% | 10% | 4% | 4% | 4% |
| | (4) | 14 | 9 | 5 | - | 5 | 2 | 2 | 2 | 3 | 2 | 2 | 6 | 5 | 3 | 8 | 1 | 1 | 1 | - | - | 1 | 1 |
| | | 1% | 2% | 1% | - | 4% | 1% | 1% | 1% | 1% | 1% | * | 3% | 3% | 1% | 3% | 1% | 1% | 2% | - | - | 1% | 1% |
| | (3) | 13 | 6 | 7 | 4 | - | 3 | 2 | 1 | 3 | 3 | 5 | 2 | 2 | 1 | 4 | - | - | 4 | - | 2 | 2 | 6 |
| | | 1% | 1% | 1% | 6% | - | 2% | 1% | * | 1% | 1% | 2% | 1% | 1% | * | 1% | - | - | 11% | - | 1% | 1% | 5% |
| | (2) | 16 | 13 | 3 | 1 | 4 | 5 | 4 | - | 2 | 3 | 8 | 3 | 1 | * | 3 | - | 3 | 1 | - | 5 | - | 1 |
| | | 2% | 3% | 1% | 1% | 3% | 3% | 2% | - | 1% | 1% | 3% | 1% | * | * | 1% | - | 3% | 3% | - | 2% | - | 1% |
| Definitely would not vote | (1) | 56 | 24 | 32 | 4 | 12 | 12 | 8 | 7 | 13 | 10 | 24 | 5 | 14 | - | - | - | - | - | 3 | 2 | - | |
| | | 6% | 5% | 6% | 5% | 11% | 8% | 4% | 4% | 4% | 4% | 8% | 3% | 7% | - | - | - | - | - | 1% | 1% | - | |
| Refused | | 2 | 2 | - | - | - | - | - | - | 2 | - | 1 | - | 1 | - | - | - | - | - | - | - | - | |
| | | * | * | - | - | - | - | - | - | 1% | - | * | - | * | - | - | - | - | - | - | - | - | |
| Don't know | | 4 | - | 4 | - | 1 | - | - | - | 3 | 1 | 1 | - | 2 | - | - | - | - | - | - | 1 | - | |
| | | * | - | 1% | - | 1% | - | - | - | 1% | * | * | - | 1% | - | - | - | - | - | - | * | - | |
| Mean | | 8.38 | 8.28 | 8.47 | 7.64 | 7.63 | 7.86 | 8.42 | 8.92 | 8.76 | 8.81 | 8.04 | 8.53 | 8.25 | 9.37 | 8.98 | 8.76 | 8.75 | 8.08 | 8.74 | 9.18 | 9.29 | 8.78 |
| Standard deviation | | 2.66 | 2.71 | 2.61 | 2.74 | 3.23 | 2.93 | 2.59 | 2.19 | 2.42 | 2.30 | 2.88 | 2.47 | 2.83 | 1.43 | 1.86 | 1.77 | 2.11 | 2.71 | 1.94 | 1.85 | 1.57 | 2.13 |
| Standard error | | 0.08 | 0.13 | 0.11 | 0.43 | 0.40 | 0.26 | 0.19 | 0.15 | 0.13 | 0.11 | 0.21 | 0.25 | 0.20 | 0.09 | 0.11 | 0.29 | 0.20 | 0.47 | 0.79 | 0.10 | 0.10 | 0.23 |

Wirral West Poll

CATI Fieldwork : 22nd-26th 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 | 428 | 572 | 40 | 67 | 124 | 181 | 218 | 365 | 461 | 195 | 96 | 204 | 270 | 277 | 38 | 111 | 33 | 6 | 322 | 264 | 89 |
| Weighted base | 1000 | 474 | 526 | 81 | 109 | 152 | 189 | 180 | 285 | 272 | 316 | 173 | 195 | 242 | 298 | 39 | 117 | 37 | 7 | 285 | 247 | 111 |
| Conservative | 242 | 108 | 133 | 21 | 6 | 35 | 47 | 41 | 92 | 85 | 90 | 28 | 30 | 242 | - | - | - | - | - | 181 | 12 | 8 |
| | 24% | 23% | 25% | 26% | 5% | 23% | 25% | 23% | 32% | 31% | 28% | 16% | 15% | 100% | - | - | - | - | - | 63% | 5% | 7% |
| Labour | 298 | 144 | 154 | 36 | 44 | 41 | 60 | 52 | 63 | 70 | 76 | 74 | 70 | - | 298 | - | - | - | - | 11 | 188 | 28 |
| | 30% | 30% | 29% | 44% | 41% | 27% | 32% | 29% | 22% | 26% | 24% | 43% | 36% | - | 100% | - | - | - | - | 4% | 76% | 26% |
| Liberal Democrat | 39 | 14 | 25 | 1 | 8 | 7 | 4 | 7 | 12 | 12 | 15 | 4 | 7 | - | - | 39 | - | - | - | 2 | 1 | 29 |
| | 4% | 3% | 5% | 1% | 8% | 5% | 2% | 4% | 4% | 4% | 5% | 3% | 4% | - | - | 100% | - | - | - | 1% | * | 26% |
| The UK Independence Party (UKIP) | 117 | 77 | 41 | 3 | 12 | 20 | 20 | 32 | 28 | 26 | 38 | 26 | 24 | - | - | - | 117 | - | - | 38 | 19 | 18 |
| | 12% | 16% | 8% | 4% | 11% | 13% | 11% | 18% | 10% | 9% | 12% | 15% | 13% | - | - | - | 100% | - | - | 13% | 8% | 16% |
| The Green Party | 37 | 21 | 16 | 3 | 7 | 10 | 7 | 6 | 3 | 13 | 7 | 11 | 6 | - | - | - | - | 37 | - | 4 | 4 | 17 |
| | 4% | 4% | 3% | 4% | 7% | 6% | 4% | 4% | 1% | 5% | 2% | 6% | 3% | - | - | - | - | 100% | - | 1% | 2% | 16% |
| The British National Party (BNP) | 5 | 3 | 2 | - | 1 | 2 | 2 | 1 | - | 1 | - | 4 | - | - | - | - | - | - | 5 | - | - | - |
| | 1% | 1% | * | - | 1% | 1% | 1% | * | - | 1% | - | 2% | - | - | - | - | - | - | 72% | - | - | - |
| Some other party | 2 | - | 2 | - | - | - | - | 2 | - | - | 1 | - | 1 | - | - | - | - | - | 2 | 1 | - | - |
| | * | - | * | - | - | - | - | 1% | - | - | * | - | * | - | - | - | - | - | 28% | * | - | - |
| Would not vote | 56 | 24 | 32 | 4 | 12 | 12 | 8 | 7 | 13 | 10 | 24 | 5 | 14 | - | - | - | - | - | - | 3 | 2 | - |
| | 6% | 5% | 6% | 5% | 11% | 8% | 4% | 4% | 4% | 4% | 8% | 3% | 7% | - | - | - | - | - | - | 1% | 1% | - |
| Refused | 77 | 32 | 45 | 3 | 6 | 6 | 11 | 13 | 38 | 18 | 24 | 7 | 17 | - | - | - | - | - | - | 13 | 4 | 2 |
| | 8% | 7% | 9% | 3% | 6% | 4% | 6% | 7% | 13% | 7% | 8% | 4% | 9% | - | - | - | - | - | - | 4% | 1% | 1% |
| Don't know | 127 | 51 | 76 | 9 | 13 | 20 | 28 | 19 | 36 | 38 | 42 | 14 | 25 | - | - | - | - | - | - | 33 | 19 | 9 |
| | 13% | 11% | 14% | 12% | 12% | 13% | 15% | 11% | 13% | 14% | 13% | 8% | 13% | - | - | - | - | - | - | 12% | 7% | 8% |

Wirral West Poll

CATI Fieldwork : 22nd-26th 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 | 577 | 252 | 325 | 22 | 34 | 65 | 105 | 139 | 209 | 286 | 108 | 59 | 108 | 220 | 220 | 26 | 84 | 23 | 4 | 226 | 194 | 57 |
| Weighted base | 562 | 269 | 293 | 44 | 54 | 79 | 108 | 114 | 159 | 167 | 170 | 106 | 103 | 196 | 225 | 28 | 84 | 24 | 5 | 195 | 184 | 74 |
| Conservative | 196 | 88 | 108 | 16 | 5 | 27 | 38 | 34 | 75 | 70 | 73 | 23 | 23 | 196 | - | - | - | - | - | 153 | 9 | 7 |
| | 35% | 33% | 37% | 36% | 9% | 34% | 35% | 30% | 47% | 42% | 43% | 22% | 22% | 100% | - | - | - | - | - | 78% | 5% | 10% |
| Labour | 225 | 101 | 123 | 23 | 28 | 29 | 47 | 42 | 53 | 57 | 55 | 53 | 53 | - | 225 | - | - | - | - | 8 | 155 | 21 |
| | 40% | 38% | 42% | 53% | 53% | 36% | 43% | 37% | 34% | 34% | 32% | 50% | 52% | - | 100% | - | - | - | - | 4% | 84% | 28% |
| Liberal Democrat | 28 | 12 | 16 | * | 7 | 4 | 3 | 4 | 9 | 8 | 10 | 3 | 6 | - | - | 28 | - | - | - | 2 | 1 | 21 |
| | 5% | 4% | 5% | 1% | 14% | 5% | 3% | 4% | 5% | 5% | 6% | 3% | 6% | - | - | 100% | - | - | - | 1% | * | 28% |
| The UK Independence Party (UKIP) | 84 | 52 | 32 | 1 | 7 | 11 | 16 | 27 | 20 | 21 | 27 | 18 | 15 | - | - | - | 84 | - | - | 29 | 16 | 13 |
| | 15% | 19% | 11% | 3% | 14% | 14% | 15% | 24% | 13% | 13% | 16% | 17% | 15% | - | - | - | 100% | - | - | 15% | 9% | 18% |
| The Green Party | 24 | 13 | 10 | 3 | 5 | 6 | 3 | 5 | 2 | 9 | 4 | 6 | 5 | - | - | - | - | 24 | - | 3 | 3 | 11 |
| | 4% | 5% | 4% | 7% | 9% | 8% | 3% | 4% | 1% | 5% | 2% | 6% | 5% | - | - | - | - | 100% | - | 1% | 2% | 16% |
| The British National Party (BNP) | 4 | 2 | 2 | - | 1 | 2 | 1 | * | - | 1 | - | 2 | - | - | - | - | - | - | 4 | - | - | - |
| | 1% | 1% | 1% | - | 2% | 2% | 1% | * | - | 1% | - | 2% | - | - | - | - | - | - | 75% | - | - | - |
| Some other party | 1 | - | 1 | - | - | - | - | 1 | - | - | 1 | - | * | - | - | - | - | - | 1 | 1 | - | - |
| | * | - | * | - | - | - | - | 1% | - | - | 1% | - | * | - | - | - | - | - | 25% | 1% | - | - |

Wirral West Poll
CATI Fieldwork : 22nd-26th 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 | 36% |
| Labour | 40% |
| Liberal Democrat | 5% |
| UKIP | 14% |
| Green | 4% |
| Other | 1% |

Wirral West Poll

CATI Fieldwork : 22nd-26th 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 | 428 | 572 | 40 | 67 | 124 | 181 | 218 | 365 | 461 | 195 | 96 | 204 | 270 | 277 | 38 | 111 | 33 | 6 | 322 | 264 | 89 |
| Weighted base | 1000 | 474 | 526 | 81 | 109 | 152 | 189 | 180 | 285 | 272 | 316 | 173 | 195 | 242 | 298 | 39 | 117 | 37 | 7 | 285 | 247 | 111 |
| Conservative | 273 27% | 126 27% | 147 28% | 22 28% | 8 7% | 40 26% | 50 26% | 47 26% | 106 37% | 93 34% | 100 32% | 37 21% | 33 17% | 220 91% | 11 4% | 3 9% | 15 13% | 1 2% | - | 191 67% | 16 7% | 16 15% |
| Labour | 300 30% | 141 30% | 159 30% | 38 47% | 42 38% | 39 26% | 62 33% | 51 29% | 67 23% | 71 26% | 77 24% | 69 40% | 75 39% | 4 2% | 273 92% | 1 3% | 2 1% | 6 17% | - | 11 4% | 182 74% | 33 29% |
| Liberal Democrat | 48 5% | 17 4% | 30 6% | 1 1% | 8 8% | 10 6% | 6 3% | 13 7% | 10 4% | 16 6% | 17 5% | 4 3% | 9 4% | 5 2% | 3 1% | 34 86% | 2 2% | 1 3% | - | 5 2% | 4 1% | 27 24% |
| The UK Independence Party (UKIP) | 100 10% | 68 14% | 32 6% | 2 3% | 12 11% | 14 9% | 21 11% | 24 13% | 25 9% | 26 10% | 29 9% | 26 15% | 18 9% | 4 2% | 1 * | - | 89 76% | - | 3 38% | 33 12% | 13 5% | 12 11% |
| The Green Party | 36 4% | 23 5% | 12 2% | 3 4% | 7 7% | 8 5% | 6 3% | 7 4% | 4 2% | 12 4% | 5 2% | 9 5% | 9 5% | - | 3 1% | - | 1 1% | 27 73% | - | 5 2% | 5 2% | 14 13% |
| The British National Party (BNP) | 2 * | 1 * | 2 * | - | - | 2 1% | - | 1 * | - | 1 * | - | 2 1% | - | - | - | - | - | - | 2 33% | - | - | - |
| Some other party | 4 * | 1 * | 3 1% | - | - | - | 1 * | 3 2% | - | 1 * | 1 * | - | 2 1% | - | - | - | 1 1% | - | 2 28% | 1 * | 1 * | 1 1% |
| Would not vote | 56 6% | 24 5% | 32 6% | 4 5% | 12 11% | 12 8% | 8 4% | 7 4% | 13 4% | 10 4% | 24 8% | 5 3% | 14 7% | - | - | - | - | - | - | 3 1% | 2 1% | - |
| Refused | 62 6% | 29 6% | 33 6% | 3 3% | 5 5% | 8 5% | 6 3% | 10 6% | 30 11% | 14 5% | 18 6% | 7 4% | 15 8% | 2 1% | - | - | - | - | - | 8 3% | 1 * | 1 1% |
| Don't know | 119 12% | 44 9% | 75 14% | 8 9% | 14 13% | 20 13% | 30 16% | 17 10% | 29 10% | 29 11% | 46 14% | 14 8% | 20 10% | 7 3% | 7 2% | 1 2% | 7 6% | 2 5% | - | 29 10% | 24 10% | 7 7% |

Wirral West Poll

CATI Fieldwork : 22nd-26th 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 | 594 | 259 | 336 | 22 | 33 | 66 | 109 | 143 | 218 | 295 | 109 | 60 | 116 | 214 | 213 | 25 | 80 | 23 | 4 | 233 | 191 | 59 | |
| Weighted base | 574 | 275 | 299 | 44 | 53 | 78 | 110 | 117 | 167 | 172 | 172 | 106 | 111 | 190 | 218 | 27 | 80 | 24 | 5 | 200 | 180 | 75 | |
| Conservative | 215 | 96 | 119 | 17 | 5 | 30 | 41 | 39 | 83 | 75 | 80 | 27 | 27 | 181 | 7 | 3 | 11 | * | - | 158 | 13 | 13 | |
| | | 37% | 35% | 40% | 38% | 9% | 39% | 37% | 34% | 50% | 43% | 46% | 26% | 24% | 95% | 3% | 9% | 14% | 2% | - | 79% | 7% | 17% |
| Labour | 223 | 100 | 123 | 24 | 28 | 28 | 47 | 41 | 55 | 58 | 54 | 50 | 56 | 2 | 206 | * | 1 | 4 | - | 8 | 147 | 23 | |
| | | 39% | 37% | 41% | 54% | 53% | 36% | 42% | 35% | 33% | 34% | 32% | 48% | 51% | 1% | 95% | 1% | 1% | 18% | - | 4% | 82% | 30% |
| Liberal Democrat | 36 | 15 | 21 | * | 7 | 6 | 4 | 9 | 8 | 12 | 13 | 3 | 8 | 3 | 3 | 25 | 2 | 1 | - | 4 | 3 | 20 | |
| | | 6% | 5% | 7% | 1% | 14% | 8% | 4% | 8% | 5% | 7% | 7% | 3% | 7% | 2% | 1% | 90% | 3% | 4% | - | 2% | 2% | 27% |
| The UK Independence Party (UKIP) | 73 | 48 | 24 | 1 | 8 | 7 | 16 | 20 | 19 | 21 | 21 | 18 | 13 | 3 | 1 | - | 65 | - | 2 | 25 | 11 | 9 | |
| | | 13% | 18% | 8% | 2% | 16% | 9% | 14% | 17% | 11% | 12% | 12% | 17% | 12% | 2% | * | - | 81% | - | 32% | 13% | 6% | 13% |
| The Green Party | 22 | 14 | 8 | 2 | 4 | 5 | 3 | 5 | 3 | 6 | 4 | 6 | 6 | - | 2 | - | 1 | 18 | - | 3 | 4 | 9 | |
| | | 4% | 5% | 3% | 5% | 8% | 6% | 2% | 4% | 2% | 4% | 2% | 6% | 6% | - | 1% | - | 1% | 76% | - | 2% | 2% | 12% |
| The British National Party (BNP) | 2 | * | 2 | - | - | 2 | - | * | - | * | - | 2 | - | - | - | - | - | - | 2 | - | - | - | |
| | | * | 1% | - | - | 2% | - | * | - | * | - | 2% | - | - | - | - | - | - | 43% | - | - | - | |
| Some other party | 3 | 1 | 2 | - | - | - | 1 | 2 | - | 1 | 1 | - | 1 | - | - | - | 1 | - | 1 | 1 | 1 | 1 | |
| | | * | 1% | - | - | - | 1% | 2% | - | * | 1% | - | 1% | - | - | - | 1% | - | 25% | 1% | * | 1% | |

Wirral West Poll
CATI Fieldwork : 22nd-26th 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 | 38% |
| Labour | 39% |
| Liberal Democrat | 6% |
| UKIP | 12% |
| Green | 4% |
| Other | 1% |

Wirral West Poll

CATI Fieldwork : 22nd-26th 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 | 428 | 572 | 40 | 67 | 124 | 181 | 218 | 365 | 461 | 195 | 96 | 204 | 270 | 277 | 38 | 111 | 33 | 6 | 322 | 264 | 89 |
| Weighted base | 1000 | 474 | 526 | 81 | 109 | 152 | 189 | 180 | 285 | 272 | 316 | 173 | 195 | 242 | 298 | 39 | 117 | 37 | 7 | 285 | 247 | 111 |
| I would not vote Liberal Democrat | 627 | 314 | 313 | 53 | 65 | 90 | 122 | 113 | 179 | 169 | 189 | 111 | 136 | 180 | 216 | - | 95 | 18 | 5 | 204 | 185 | 49 |
| | 63% | 66% | 60% | 66% | 60% | 60% | 65% | 63% | 63% | 62% | 60% | 65% | 70% | 74% | 73% | - | 81% | 48% | 74% | 71% | 75% | 44% |
| I would not vote UKIP | 617 | 289 | 328 | 57 | 77 | 94 | 107 | 103 | 176 | 185 | 195 | 98 | 116 | 180 | 240 | 34 | - | 35 | 3 | 174 | 184 | 79 |
| | 62% | 61% | 62% | 71% | 71% | 62% | 57% | 57% | 62% | 68% | 62% | 57% | 60% | 74% | 81% | 87% | - | 94% | 36% | 61% | 74% | 71% |
| I would not vote Conservative | 443 | 212 | 231 | 29 | 71 | 68 | 96 | 74 | 103 | 113 | 118 | 95 | 105 | - | 235 | 20 | 62 | 31 | 5 | 26 | 200 | 63 |
| | 44% | 45% | 44% | 36% | 65% | 45% | 51% | 41% | 36% | 42% | 37% | 55% | 54% | - | 79% | 52% | 53% | 82% | 69% | 9% | 81% | 57% |
| I would not vote Labour | 418 | 199 | 218 | 19 | 32 | 62 | 73 | 84 | 146 | 128 | 144 | 60 | 72 | 194 | - | 26 | 83 | 17 | 2 | 224 | 22 | 43 |
| | 42% | 42% | 41% | 23% | 30% | 41% | 39% | 46% | 51% | 47% | 46% | 35% | 37% | 80% | - | 66% | 71% | 45% | 31% | 79% | 9% | 38% |
| None of these - I would potentially vote for all of them | 93 | 42 | 51 | 8 | 11 | 20 | 16 | 15 | 23 | 20 | 35 | 17 | 14 | 11 | 14 | 1 | 10 | - | - | 18 | 8 | 6 |
| | 9% | 9% | 10% | 10% | 10% | 13% | 8% | 8% | 8% | 7% | 11% | 10% | 7% | 5% | 5% | 1% | 9% | - | - | 6% | 3% | 6% |
| Don't know | 23 | 10 | 13 | - | 2 | 1 | 5 | 5 | 9 | 4 | 8 | - | 6 | - | 1 | - | - | - | - | - | - | - |
| | 2% | 2% | 2% | - | 2% | 1% | 3% | 3% | 3% | 2% | 3% | - | 3% | - | * | - | - | - | - | - | - | - |

Wirral West Poll

CATI Fieldwork : 22nd-26th 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 | 428 | 572 | 40 | 67 | 124 | 181 | 218 | 365 | 461 | 195 | 96 | 204 | 270 | 277 | 38 | 111 | 33 | 6 | 322 | 264 | 89 | |
| Weighted base | 1000 | 474 | 526 | 81 | 109 | 152 | 189 | 180 | 285 | 272 | 316 | 173 | 195 | 242 | 298 | 39 | 117 | 37 | 7 | 285 | 247 | 111 | |
| NET: Well | 552 | 277 | 275 | 49 | 57 | 85 | 93 | 101 | 168 | 164 | 183 | 78 | 103 | 198 | 131 | 32 | 46 | 17 | 3 | 217 | 101 | 58 | |
| | 55% | 59% | 52% | 60% | 52% | 56% | 49% | 56% | 59% | 60% | 58% | 45% | 53% | 82% | 44% | 82% | 39% | 45% | 39% | 76% | 41% | 53% | |
| Very well | (4) | 39 | 22 | 16 | 1 | 1 | 12 | 8 | 4 | 13 | 7 | 11 | 8 | 9 | 15 | 10 | 2 | 5 | - | - | 18 | 10 | 3 |
| | | 4% | 5% | 3% | 1% | 1% | 8% | 4% | 2% | 5% | 3% | 4% | 4% | 5% | 6% | 3% | 4% | 4% | - | - | 6% | 4% | 2% |
| Quite well | (3) | 513 | 255 | 258 | 48 | 56 | 73 | 85 | 97 | 155 | 157 | 171 | 71 | 94 | 183 | 121 | 31 | 41 | 17 | 3 | 199 | 91 | 56 |
| | | 51% | 54% | 49% | 59% | 52% | 48% | 45% | 54% | 54% | 58% | 54% | 41% | 48% | 76% | 41% | 78% | 35% | 45% | 39% | 70% | 37% | 50% |
| Quite badly | (2) | 325 | 147 | 178 | 23 | 41 | 53 | 76 | 62 | 68 | 86 | 101 | 63 | 63 | 28 | 139 | 7 | 52 | 14 | 4 | 47 | 114 | 46 |
| | | 32% | 31% | 34% | 28% | 38% | 35% | 40% | 34% | 24% | 31% | 32% | 37% | 33% | 11% | 47% | 18% | 44% | 37% | 61% | 17% | 46% | 41% |
| Very badly | (1) | 70 | 31 | 39 | 5 | 8 | 11 | 13 | 13 | 19 | 13 | 12 | 23 | 19 | 6 | 19 | - | 14 | 5 | - | 7 | 22 | 4 |
| | | 7% | 7% | 7% | 6% | 7% | 7% | 7% | 7% | 7% | 5% | 4% | 14% | 10% | 2% | 6% | - | 12% | 13% | - | 3% | 9% | 3% |
| NET: Badly | | 395 | 178 | 217 | 28 | 49 | 64 | 88 | 74 | 87 | 98 | 113 | 87 | 82 | 33 | 158 | 7 | 66 | 18 | 4 | 55 | 136 | 49 |
| | | 39% | 38% | 41% | 34% | 45% | 42% | 47% | 41% | 31% | 36% | 36% | 50% | 42% | 14% | 53% | 18% | 56% | 50% | 61% | 19% | 55% | 45% |
| Don't know | | 53 | 18 | 35 | 5 | 3 | 3 | 8 | 5 | 29 | 10 | 21 | 8 | 10 | 10 | 9 | - | 6 | 2 | - | 14 | 11 | 3 |
| | | 5% | 4% | 7% | 6% | 2% | 2% | 4% | 3% | 10% | 4% | 7% | 5% | 5% | 4% | 3% | - | 5% | 5% | - | 5% | 4% | 3% |
| Mean | | 2.55 | 2.59 | 2.51 | 2.58 | 2.47 | 2.57 | 2.48 | 2.52 | 2.64 | 2.60 | 2.62 | 2.38 | 2.50 | 2.90 | 2.42 | 2.86 | 2.33 | 2.34 | 2.39 | 2.84 | 2.38 | 2.53 |
| Standard deviation | | 0.69 | 0.69 | 0.69 | 0.64 | 0.65 | 0.75 | 0.69 | 0.66 | 0.70 | 0.63 | 0.63 | 0.78 | 0.74 | 0.52 | 0.67 | 0.45 | 0.75 | 0.72 | 0.53 | 0.57 | 0.71 | 0.61 |
| Standard error | | 0.02 | 0.03 | 0.03 | 0.10 | 0.08 | 0.07 | 0.05 | 0.05 | 0.04 | 0.03 | 0.05 | 0.08 | 0.05 | 0.03 | 0.04 | 0.07 | 0.07 | 0.13 | 0.22 | 0.03 | 0.04 | 0.07 |

Wirral West Poll

CATI Fieldwork : 22nd-26th 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 | 428 | 572 | 40 | 67 | 124 | 181 | 218 | 365 | 461 | 195 | 96 | 204 | 270 | 277 | 38 | 111 | 33 | 6 | 322 | 264 | 89 | |
| Weighted base | 1000 | 474 | 526 | 81 | 109 | 152 | 189 | 180 | 285 | 272 | 316 | 173 | 195 | 242 | 298 | 39 | 117 | 37 | 7 | 285 | 247 | 111 | |
| NET: Well | 573 | 292 | 281 | 49 | 55 | 93 | 93 | 99 | 184 | 185 | 192 | 76 | 94 | 196 | 141 | 31 | 52 | 19 | 3 | 209 | 121 | 66 | |
| | 57% | 62% | 53% | 61% | 51% | 61% | 49% | 55% | 65% | 68% | 61% | 44% | 48% | 81% | 47% | 79% | 45% | 51% | 39% | 73% | 49% | 60% | |
| Very well | (4) | 37 | 21 | 17 | - | 4 | 5 | 7 | 6 | 15 | 14 | 13 | 1 | 7 | 14 | 6 | 2 | 4 | - | - | 19 | 8 | 2 |
| | | 4% | 4% | 3% | - | 4% | 4% | 4% | 3% | 5% | 5% | 4% | 1% | 4% | 6% | 2% | 5% | 3% | - | - | 7% | 3% | 2% |
| Quite well | (3) | 536 | 272 | 264 | 49 | 51 | 87 | 86 | 93 | 169 | 171 | 179 | 74 | 87 | 182 | 135 | 29 | 48 | 19 | 3 | 189 | 113 | 64 |
| | | 54% | 57% | 50% | 61% | 46% | 58% | 45% | 52% | 59% | 63% | 56% | 43% | 45% | 75% | 45% | 74% | 41% | 51% | 39% | 66% | 46% | 58% |
| Quite badly | (2) | 293 | 125 | 168 | 21 | 45 | 39 | 71 | 54 | 58 | 64 | 90 | 60 | 68 | 24 | 122 | 6 | 55 | 9 | 4 | 50 | 102 | 27 |
| | | 29% | 26% | 32% | 27% | 41% | 26% | 38% | 30% | 20% | 24% | 29% | 35% | 35% | 10% | 41% | 15% | 46% | 24% | 53% | 18% | 41% | 25% |
| Very badly | (1) | 78 | 37 | 41 | 7 | 8 | 16 | 14 | 18 | 16 | 14 | 17 | 27 | 18 | 11 | 24 | 2 | 6 | 7 | 1 | 11 | 14 | 15 |
| | | 8% | 8% | 8% | 9% | 7% | 10% | 8% | 10% | 5% | 5% | 5% | 16% | 9% | 5% | 8% | 5% | 5% | 20% | 7% | 4% | 6% | 14% |
| NET: Badly | | 371 | 162 | 209 | 29 | 52 | 55 | 86 | 72 | 74 | 78 | 107 | 87 | 87 | 35 | 146 | 8 | 61 | 16 | 4 | 61 | 116 | 43 |
| | | 37% | 34% | 40% | 36% | 48% | 36% | 45% | 40% | 26% | 29% | 34% | 51% | 44% | 15% | 49% | 20% | 52% | 44% | 61% | 21% | 47% | 38% |
| Don't know | | 56 | 20 | 36 | 3 | 2 | 4 | 10 | 9 | 27 | 9 | 17 | 9 | 14 | 11 | 11 | 1 | 4 | 2 | - | 15 | 10 | 2 |
| | | 6% | 4% | 7% | 3% | 2% | 3% | 5% | 5% | 10% | 3% | 5% | 5% | 7% | 4% | 4% | 1% | 4% | 5% | - | 5% | 4% | 2% |
| Mean | | 2.56 | 2.61 | 2.52 | 2.54 | 2.48 | 2.56 | 2.48 | 2.51 | 2.71 | 2.70 | 2.63 | 2.31 | 2.46 | 2.86 | 2.43 | 2.79 | 2.44 | 2.33 | 2.32 | 2.80 | 2.48 | 2.48 |
| Standard deviation | | 0.70 | 0.70 | 0.70 | 0.66 | 0.69 | 0.73 | 0.70 | 0.72 | 0.67 | 0.65 | 0.66 | 0.75 | 0.73 | 0.58 | 0.68 | 0.61 | 0.66 | 0.81 | 0.65 | 0.62 | 0.66 | 0.75 |
| Standard error | | 0.02 | 0.03 | 0.03 | 0.11 | 0.09 | 0.07 | 0.05 | 0.05 | 0.04 | 0.03 | 0.05 | 0.08 | 0.05 | 0.04 | 0.04 | 0.10 | 0.06 | 0.14 | 0.27 | 0.04 | 0.04 | 0.08 |

Wirral West Poll

CATI Fieldwork : 22nd-26th 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 | 428 | 572 | 40 | 67 | 124 | 181 | 218 | 365 | 461 | 195 | 96 | 204 | 270 | 277 | 38 | 111 | 33 | 6 | 322 | 264 | 89 |
| Weighted base | 1000 | 474 | 526 | 81 | 109 | 152 | 189 | 180 | 285 | 272 | 316 | 173 | 195 | 242 | 298 | 39 | 117 | 37 | 7 | 285 | 247 | 111 |
| I am satisfied with the job David Cameron is doing overall as Prime Minister | 289 29% | 123 26% | 165 31% | 22 28% | 22 20% | 42 28% | 49 26% | 50 28% | 103 36% | 77 28% | 116 37% | 41 24% | 39 20% | 151 62% | 37 13% | 13 33% | 17 14% | 4 11% | 3 44% | 150 53% | 23 9% | 19 17% |
| 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 | 296 30% | 156 33% | 140 27% | 24 30% | 31 28% | 50 33% | 53 28% | 57 32% | 80 28% | 89 33% | 95 30% | 53 31% | 51 26% | 88 36% | 45 15% | 19 49% | 70 60% | 8 23% | - | 117 41% | 40 16% | 48 44% |
| 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. | 285 29% | 138 29% | 147 28% | 28 34% | 45 41% | 38 25% | 55 29% | 51 28% | 66 23% | 81 30% | 57 18% | 60 35% | 77 39% | 1 * | 199 67% | 5 13% | 18 15% | 16 44% | 1 13% | 11 4% | 167 68% | 37 33% |
| Refused | 44 4% | 21 4% | 23 4% | - | 1 1% | 6 4% | 10 6% | 9 5% | 17 6% | 10 4% | 15 5% | 4 2% | 7 3% | - | 2 1% | - | 3 2% | 3 8% | 2 25% | 2 1% | 2 1% | 4 4% |
| Don't know | 85 9% | 35 7% | 50 10% | 7 8% | 11 10% | 16 10% | 21 11% | 12 7% | 18 6% | 15 6% | 32 10% | 15 8% | 21 11% | 3 1% | 15 5% | 2 5% | 10 8% | 6 15% | 1 18% | 6 2% | 15 6% | 2 2% |

Wirral West Poll

CATI Fieldwork : 22nd-26th 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 | 428 | 572 | 40 | 67 | 124 | 181 | 218 | 365 | 461 | 195 | 96 | 204 | 270 | 277 | 38 | 111 | 33 | 6 | 322 | 264 | 89 |
| Weighted base | 1000 | 474 | 526 | 81 | 109 | 152 | 189 | 180 | 285 | 272 | 316 | 173 | 195 | 242 | 298 | 39 | 117 | 37 | 7 | 285 | 247 | 111 |
| The Conservatives | 504 | 243 | 261 | 43 | 19 | 59 | 97 | 115 | 166 | 170 | 161 | 68 | 86 | 151 | 126 | 26 | 67 | 18 | 3 | 179 | 118 | 57 |
| | 50% | 51% | 50% | 53% | 17% | 39% | 52% | 64% | 58% | 62% | 51% | 39% | 44% | 62% | 42% | 66% | 57% | 48% | 36% | 63% | 48% | 51% |
| Labour | 202 | 101 | 101 | 14 | 33 | 27 | 39 | 34 | 53 | 51 | 69 | 45 | 27 | 35 | 80 | 6 | 26 | 5 | 4 | 43 | 70 | 24 |
| | 20% | 21% | 19% | 18% | 31% | 18% | 21% | 19% | 19% | 19% | 22% | 26% | 14% | 15% | 27% | 16% | 22% | 12% | 51% | 15% | 28% | 22% |
| The Liberal Democrat | 110 | 53 | 57 | 10 | 9 | 18 | 18 | 22 | 33 | 30 | 43 | 21 | 13 | 33 | 21 | 9 | 12 | 7 | 2 | 38 | 19 | 18 |
| | 11% | 11% | 11% | 13% | 8% | 12% | 10% | 12% | 12% | 11% | 14% | 12% | 7% | 13% | 7% | 23% | 10% | 18% | 26% | 13% | 8% | 16% |
| The UK Independence Party (UKIP) | 55 | 27 | 29 | 8 | 12 | 10 | 5 | 4 | 16 | 13 | 20 | 10 | 10 | 14 | 20 | - | 7 | 1 | 2 | 15 | 17 | 3 |
| | 6% | 6% | 5% | 10% | 11% | 7% | 3% | 2% | 6% | 5% | 6% | 6% | 5% | 6% | 7% | - | 6% | 4% | 26% | 5% | 7% | 3% |
| None of them | 385 | 177 | 207 | 26 | 57 | 76 | 78 | 49 | 98 | 87 | 122 | 62 | 94 | 81 | 120 | 10 | 31 | 19 | 3 | 87 | 95 | 42 |
| | 38% | 37% | 39% | 32% | 52% | 50% | 42% | 27% | 35% | 32% | 39% | 36% | 48% | 34% | 40% | 26% | 27% | 50% | 39% | 31% | 38% | 38% |
| Don't know | 15 | 8 | 7 | 3 | 5 | 3 | 1 | 1 | 2 | 2 | 2 | 7 | 3 | 1 | 7 | - | - | - | - | 2 | 2 | - |
| | 2% | 2% | 1% | 4% | 5% | 2% | 1% | * | 1% | 1% | 1% | 4% | 2% | * | 2% | - | - | - | - | 1% | 1% | - |

Wirral West Poll

CATI Fieldwork : 22nd-26th 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 | 428 | 572 | 40 | 67 | 124 | 181 | 218 | 365 | 461 | 195 | 96 | 204 | 270 | 277 | 38 | 111 | 33 | 6 | 322 | 264 | 89 |
| Weighted base | 1000 | 474 | 526 | 81 | 109 | 152 | 189 | 180 | 285 | 272 | 316 | 173 | 195 | 242 | 298 | 39 | 117 | 37 | 7 | 285 | 247 | 111 |
| A Labour government | 350 | 169 | 181 | 43 | 58 | 55 | 62 | 61 | 69 | 74 | 85 | 93 | 84 | 1 | 257 | - | 28 | 14 | 4 | 19 | 184 | 39 |
| | 35% | 36% | 34% | 54% | 54% | 36% | 33% | 34% | 24% | 27% | 27% | 54% | 43% | * | 86% | - | 24% | 38% | 51% | 7% | 75% | 35% |
| A Conservative government | 296 | 141 | 155 | 20 | 14 | 39 | 55 | 52 | 113 | 93 | 113 | 33 | 45 | 195 | 4 | 3 | 46 | 2 | 1 | 196 | 19 | 12 |
| | 30% | 30% | 29% | 25% | 13% | 26% | 29% | 29% | 40% | 34% | 36% | 19% | 23% | 81% | 1% | 7% | 39% | 5% | 13% | 69% | 8% | 11% |
| A coalition between the Conservatives and the Liberal Democrats | 123 | 60 | 64 | 5 | 7 | 19 | 28 | 26 | 37 | 42 | 40 | 22 | 17 | 39 | 2 | 25 | 17 | 4 | 1 | 49 | 5 | 23 |
| | 12% | 13% | 12% | 6% | 7% | 13% | 15% | 14% | 13% | 15% | 13% | 13% | 9% | 16% | 1% | 63% | 14% | 10% | 18% | 17% | 2% | 21% |
| A coalition between Labour and the Liberal Democrats | 86 | 43 | 43 | 5 | 16 | 10 | 16 | 17 | 22 | 29 | 29 | 11 | 15 | 1 | 32 | 9 | 8 | 14 | - | 8 | 28 | 23 |
| | 9% | 9% | 8% | 6% | 14% | 7% | 9% | 9% | 8% | 11% | 9% | 6% | 8% | * | 11% | 24% | 7% | 37% | - | 3% | 11% | 21% |
| Don't know | 145 | 61 | 83 | 7 | 14 | 28 | 27 | 24 | 43 | 35 | 49 | 14 | 33 | 6 | 3 | 3 | 18 | 4 | 1 | 13 | 12 | 14 |
| | 14% | 13% | 16% | 9% | 13% | 18% | 15% | 13% | 15% | 13% | 15% | 8% | 17% | 2% | 1% | 7% | 15% | 10% | 18% | 5% | 5% | 12% |

Wirral West Poll
CATI Fieldwork : 22nd-26th 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 | 428 43% | 474 47% |
| Female | 572 57% | 526 53% |

Wirral West Poll
CATI Fieldwork : 22nd-26th 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 | 40 4% | 81 8% |
| 25-34 | 67 7% | 109 11% |
| 35-44 | 124 12% | 152 15% |
| 45-54 | 181 18% | 189 19% |
| 55-64 | 218 22% | 180 18% |
| 65 or older | 365 37% | 285 28% |
| Refused | 5 1% | 5 * |

Wirral West Poll
CATI Fieldwork : 22nd-26th 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 | 161 16% | 94 9% |
| B | 300 30% | 178 18% |
| C1 | 195 20% | 316 32% |
| C2 | 96 10% | 173 17% |
| D | 59 6% | 66 7% |
| E | 145 15% | 128 13% |
| Refused | 44 4% | 44 4% |

Wirral West Poll
CATI Fieldwork : 22nd-26th 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 | 322 32% | 285 28% |
| Labour | 264 26% | 247 25% |
| Liberal Democrats | 89 9% | 111 11% |
| Another party | 33 3% | 31 3% |
| Did not vote | 174 17% | 210 21% |
| Refused | 68 7% | 62 6% |
| Don't know | 50 5% | 54 5% |