

Wirral West Poll

CATI Fieldwork : 3rd-12th March 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	471	529	54	81	142	190	222	309	431	221	103	197	262	351	28	100	37	6	289	307	99	
Weighted base	1000	474	526	81	109	152	189	181	286	271	315	172	194	262	335	27	104	44	5	292	266	114	
Certain to vote	(10)	653	312	341	39	60	83	122	133	215	201	207	98	124	194	250	19	72	35	5	235	209	83
		65%	66%	65%	49%	55%	55%	64%	74%	75%	74%	66%	57%	64%	74%	75%	70%	69%	80%	100%	81%	78%	73%
	(9)	58	33	25	5	3	13	9	17	10	17	22	10	5	18	16	*	8	3	-	15	20	6
		6%	7%	5%	6%	3%	9%	5%	9%	4%	6%	7%	6%	3%	7%	5%	2%	7%	7%	-	5%	7%	5%
	(8)	60	25	35	4	7	10	13	9	16	17	16	15	11	21	16	2	8	1	-	16	9	8
		6%	5%	7%	5%	7%	7%	7%	5%	6%	6%	5%	9%	6%	8%	5%	7%	7%	3%	-	5%	3%	7%
	(7)	39	20	19	3	7	9	10	3	6	10	10	8	7	6	13	2	2	1	-	7	7	7
		4%	4%	4%	4%	6%	6%	5%	1%	2%	4%	3%	5%	4%	2%	4%	6%	1%	2%	-	2%	2%	6%
	(6)	15	8	8	4	2	2	2	1	5	2	5	4	2	7	6	-	1	-	-	4	1	3
		2%	2%	1%	4%	2%	2%	1%	*	2%	1%	2%	2%	1%	3%	2%	-	1%	-	-	1%	*	2%
	(5)	68	23	45	6	8	12	15	9	18	9	24	8	22	10	20	3	6	3	-	11	10	8
		7%	5%	9%	7%	8%	8%	8%	5%	6%	3%	8%	5%	11%	4%	6%	13%	6%	8%	-	4%	4%	7%
	(4)	10	6	4	4	4	-	2	-	-	-	3	4	2	-	4	-	-	-	-	-	3	-
		1%	1%	1%	4%	4%	-	1%	-	-	-	1%	2%	1%	-	1%	-	-	-	-	-	1%	-
	(3)	13	4	9	6	1	3	1	-	2	1	5	2	4	4	5	-	1	-	-	1	2	-
		1%	1%	2%	7%	1%	2%	1%	-	1%	*	2%	1%	2%	1%	1%	-	1%	-	-	1%	1%	-
	(2)	22	13	9	4	9	2	5	2	1	6	5	7	3	2	5	1	7	-	-	-	2	-
		2%	3%	2%	5%	8%	1%	3%	1%	1%	2%	2%	4%	2%	1%	2%	2%	7%	-	-	-	1%	-
Definitely would not vote	(1)	57	31	27	7	8	16	9	7	10	9	16	16	13	-	-	-	-	-	-	2	3	-
		6%	6%	5%	8%	7%	10%	5%	4%	3%	3%	5%	9%	7%	-	-	-	-	-	-	1%	1%	-
Don't know		5	-	5	-	-	1	1	-	2	-	1	-	1	-	-	-	-	-	-	1	2	-
		1%	-	1%	-	-	1%	*	-	1%	-	*	-	*	-	-	-	-	-	-	*	1%	-
Mean		8.45	8.45	8.45	7.28	7.61	7.93	8.44	9.05	9.01	9.01	8.53	7.92	8.20	9.24	9.07	8.82	8.78	9.44	10.00	9.43	9.30	9.19
Standard deviation		2.71	2.76	2.66	3.28	3.20	3.06	2.65	2.18	2.19	2.21	2.61	3.10	2.86	1.63	1.92	2.10	2.37	1.40	*	1.45	1.78	1.53
Standard error		0.09	0.13	0.12	0.45	0.36	0.26	0.19	0.15	0.12	0.11	0.18	0.31	0.20	0.10	0.10	0.40	0.24	0.23	*	0.09	0.10	0.15

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Table 2

Q.2 If there was a general election tomorrow, which party would you vote for?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	471	529	54	81	142	190	222	309	431	221	103	197	262	351	28	100	37	6	289	307	99
Weighted base	1000	474	526	81	109	152	189	181	286	271	315	172	194	262	335	27	104	44	5	292	266	114
Conservative	262	122	140	14	21	25	46	50	105	89	93	34	36	262	-	-	-	-	-	183	13	17
	26%	26%	27%	17%	19%	16%	24%	28%	37%	33%	30%	20%	19%	100%	-	-	-	-	-	63%	5%	15%
Labour	335	151	183	40	38	62	63	62	69	86	92	69	70	-	335	-	-	-	-	17	200	43
	33%	32%	35%	50%	35%	41%	33%	34%	24%	32%	29%	40%	36%	-	100%	-	-	-	-	6%	75%	38%
Liberal Democrat	27	10	17	3	1	7	3	2	12	13	7	4	3	-	-	27	-	-	-	3	2	14
	3%	2%	3%	4%	1%	4%	2%	1%	4%	5%	2%	2%	2%	-	-	100%	-	-	-	1%	1%	12%
The UK Independence Party (UKIP)	104	57	47	-	13	12	23	24	31	21	29	26	25	-	-	-	104	-	-	40	19	3
	10%	12%	9%	-	12%	8%	12%	14%	11%	8%	9%	15%	13%	-	-	-	100%	-	-	14%	7%	3%
The Green Party	44	28	16	2	11	7	12	7	4	8	20	9	5	-	-	-	-	44	-	5	5	19
	4%	6%	3%	3%	10%	5%	7%	4%	1%	3%	6%	5%	2%	-	-	-	-	100%	-	2%	2%	16%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	5	1	3	-	2	-	2	1	-	3	1	-	-	-	-	-	-	-	5	1	1	1
	*	*	1%	-	1%	-	1%	1%	-	1%	*	-	-	-	-	-	-	-	100%	*	*	1%
Would not vote	57	31	27	7	8	16	9	7	10	9	16	16	13	-	-	-	-	-	-	2	3	-
	6%	6%	5%	8%	7%	10%	5%	4%	3%	3%	5%	9%	7%	-	-	-	-	-	-	1%	1%	-
Refused	40	15	25	-	1	4	6	11	18	13	13	4	7	-	-	-	-	-	-	9	4	2
	4%	3%	5%	-	1%	3%	3%	6%	6%	5%	4%	2%	4%	-	-	-	-	-	-	3%	1%	2%
Don't know	126	57	69	15	14	19	23	16	37	29	43	11	35	-	-	-	-	-	-	31	20	16
	13%	12%	13%	19%	13%	13%	12%	9%	13%	11%	14%	6%	18%	-	-	-	-	-	-	11%	7%	14%

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Absolutes/col percents

Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	623	302	321	26	47	79	119	153	197	292	135	64	110	213	278	20	76	30	5	209	233	65
Weighted base	602	290	311	39	60	84	115	123	180	181	191	103	105	208	257	19	77	36	4	209	198	77
Conservative	208	99	109	10	13	18	39	43	84	75	74	22	29	208	-	-	-	-	-	153	10	12
	35%	34%	35%	26%	22%	21%	34%	35%	47%	42%	39%	21%	28%	100%	-	-	-	-	-	73%	5%	15%
Labour	257	116	141	25	29	47	46	51	59	70	71	52	53	-	257	-	-	-	-	13	167	37
	43%	40%	45%	63%	48%	57%	40%	42%	33%	39%	37%	51%	50%	-	100%	-	-	-	-	6%	85%	48%
Liberal Democrat	19	8	12	3	1	4	2	1	9	10	6	3	1	-	-	19	-	-	-	3	1	11
	3%	3%	4%	7%	1%	4%	2%	1%	5%	5%	3%	3%	1%	-	-	100%	-	-	-	1%	1%	14%
The UK Independence Party (UKIP)	77	41	36	-	6	10	15	21	25	16	23	18	19	-	-	-	77	-	-	34	13	1
	13%	14%	12%	-	11%	12%	13%	17%	14%	9%	12%	17%	18%	-	-	-	100%	-	-	17%	7%	2%
The Green Party	36	25	11	2	9	5	11	5	3	7	16	8	4	-	-	-	-	36	-	5	5	15
	6%	9%	4%	4%	16%	6%	10%	4%	2%	4%	9%	7%	3%	-	-	-	-	100%	-	2%	2%	20%
Some other party	4	1	3	-	1	-	2	1	-	3	1	-	-	-	-	-	-	-	4	1	1	1
	1%	*	1%	-	2%	-	2%	1%	-	2%	1%	-	-	-	-	-	-	-	100%	*	*	1%

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Col percents

Table 4

Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	35%
Labour	42%
Liberal Democrat	4%
UKIP	12%
Green	6%
Other	1%

Wirral West Poll

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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	471	529	54	81	142	190	222	309	431	221	103	197	262	351	28	100	37	6	289	307	99
Weighted base	1000	474	526	81	109	152	189	181	286	271	315	172	194	262	335	27	104	44	5	292	266	114
Conservative	289 29%	135 28%	155 29%	12 15%	21 19%	31 20%	54 28%	53 30%	118 41%	101 37%	97 31%	33 19%	50 26%	246 94%	3 1%	3 10%	8 7%	2 4%	-	201 69%	15 6%	18 16%
Labour	353 35%	167 35%	186 35%	48 60%	41 38%	62 41%	70 37%	64 36%	67 24%	94 35%	101 32%	71 41%	71 37%	6 2%	315 94%	-	6 5%	8 18%	-	15 5%	202 76%	48 42%
Liberal Democrat	49 5%	18 4%	30 6%	2 2%	8 7%	11 7%	9 5%	5 3%	14 5%	14 5%	14 5%	12 7%	6 3%	2 1%	7 2%	22 83%	5 5%	5 12%	-	5 2%	7 3%	19 17%
The UK Independence Party (UKIP)	87 9%	53 11%	34 7%	2 2%	12 11%	12 8%	17 9%	19 11%	26 9%	14 5%	26 8%	20 11%	22 11%	1 *	2 1%	-	80 77%	-	-	33 11%	16 6%	2 2%
The Green Party	37 4%	23 5%	14 3%	2 2%	6 6%	6 4%	9 5%	8 4%	5 2%	6 2%	16 5%	9 5%	4 2%	5 2%	2 1%	2 7%	1 1%	26 58%	-	4 1%	6 2%	15 13%
The British National Party (BNP)	1 *	-	1 *	-	-	1 1%	-	-	-	-	-	-	1 1%	-	1 *	-	-	-	-	-	-	-
Some other party	6 1%	1 *	5 1%	-	1 1%	1 1%	1 1%	2 1%	1 *	2 1%	3 1%	-	1 *	-	1 *	-	-	-	3 70%	1 *	1 *	1 1%
Would not vote	57 6%	31 6%	27 5%	7 8%	8 7%	16 10%	9 5%	7 4%	10 3%	9 3%	16 5%	16 9%	13 7%	-	-	-	-	-	-	2 1%	3 1%	-
Refused	29 3%	9 2%	20 4%	-	1 1%	2 1%	3 2%	5 3%	16 6%	9 3%	9 3%	4 2%	5 2%	1 *	-	-	-	-	-	7 2%	2 1%	1 1%
Don't know	91 9%	37 8%	54 10%	9 11%	11 10%	11 7%	16 9%	16 9%	27 9%	22 8%	33 10%	7 4%	22 11%	1 1%	3 1%	-	5 5%	3 7%	1 30%	24 8%	14 5%	10 8%

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Absolutes/col percents

Table 6

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

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	649	318	330	28	47	86	126	158	204	302	139	65	119	211	274	20	73	29	4	216	237	71
Weighted base	628	306	322	42	60	91	122	128	186	188	197	104	115	206	254	19	75	35	3	215	201	83
Conservative	225	106	119	8	13	21	45	46	93	84	76	20	37	195	3	2	6	2	-	166	12	11
	36%	35%	37%	18%	22%	23%	37%	36%	50%	45%	39%	20%	32%	95%	1%	12%	8%	5%	-	77%	6%	13%
Labour	268	126	142	29	32	48	50	52	58	76	76	53	54	5	242	-	4	7	-	12	168	41
	43%	41%	44%	70%	52%	53%	41%	41%	31%	40%	38%	51%	47%	3%	95%	-	5%	19%	-	5%	84%	49%
Liberal Democrat	32	14	19	1	6	7	5	3	10	11	7	10	3	1	5	15	3	5	-	5	4	15
	5%	4%	6%	3%	10%	7%	4%	3%	5%	6%	3%	10%	2%	1%	2%	79%	4%	14%	-	2%	2%	18%
The UK Independence Party (UKIP)	66	39	27	1	5	10	12	17	21	11	22	13	17	1	1	-	61	-	-	28	11	1
	11%	13%	8%	3%	8%	11%	10%	13%	11%	6%	11%	13%	15%	*	1%	-	82%	-	-	13%	5%	1%
The Green Party	31	19	11	2	4	5	8	7	4	5	14	7	4	3	2	2	1	22	-	4	5	13
	5%	6%	4%	4%	7%	6%	7%	6%	2%	3%	7%	7%	3%	2%	1%	9%	1%	62%	-	2%	3%	16%
The British National Party (BNP)	*	-	*	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-
	*	-	*	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-
Some other party	5	1	4	-	1	1	1	2	*	2	2	-	1	-	*	-	-	-	3	1	1	1
	1%	*	1%	-	1%	1%	1%	2%	*	1%	1%	-	1%	-	*	-	-	-	100%	*	*	1%

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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	37%
Labour	42%
Liberal Democrat	5%
UKIP	10%
Green	5%
Other	1%

Wirral West Poll

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Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	471	529	54	81	142	190	222	309	431	221	103	197	262	351	28	100	37	6	289	307	99
Weighted base	1000	474	526	81	109	152	189	181	286	271	315	172	194	262	335	27	104	44	5	292	266	114
I would not vote Liberal Democrat	686	334	351	48	70	103	133	120	209	180	220	120	138	196	254	-	90	29	4	229	196	62
	69%	71%	67%	60%	64%	68%	70%	67%	73%	66%	70%	70%	71%	75%	76%	-	87%	67%	90%	79%	74%	55%
I would not vote UKIP	671	301	369	64	78	110	128	113	175	207	202	117	121	202	281	23	-	38	5	179	206	95
	67%	64%	70%	79%	72%	72%	68%	63%	61%	76%	64%	68%	63%	77%	84%	85%	-	85%	100%	61%	78%	83%
I would not vote Conservative	478	230	248	42	62	89	96	86	100	107	139	106	104	-	281	12	60	35	3	33	210	67
	48%	49%	47%	52%	57%	58%	51%	48%	35%	40%	44%	62%	54%	-	84%	43%	57%	80%	74%	11%	79%	59%
I would not vote Labour	406	200	207	16	37	48	76	72	157	112	137	64	78	209	-	12	81	23	4	223	24	38
	41%	42%	39%	20%	34%	32%	40%	40%	55%	41%	43%	37%	40%	80%	-	46%	78%	53%	84%	76%	9%	34%
None of these - I would potentially vote for all of them	57	24	33	12	4	5	11	12	12	13	21	6	9	7	10	3	3	1	-	9	8	2
	6%	5%	6%	15%	4%	3%	6%	7%	4%	5%	7%	3%	4%	3%	3%	10%	3%	2%	-	3%	3%	2%
Don't know	9	5	5	-	-	4	-	1	4	2	1	3	1	1	1	-	1	-	-	2	-	1
	1%	1%	1%	-	-	3%	-	1%	1%	1%	*	2%	1%	1%	*	-	1%	-	-	1%	-	1%

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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	471	529	54	81	142	190	222	309	431	221	103	197	262	351	28	100	37	6	289	307	99	
Weighted base	1000	474	526	81	109	152	189	181	286	271	315	172	194	262	335	27	104	44	5	292	266	114	
NET: Well	646	333	313	51	63	92	115	125	200	200	194	102	124	233	204	14	63	16	2	242	154	81	
	65%	70%	59%	63%	57%	61%	61%	69%	70%	74%	62%	59%	64%	89%	61%	54%	60%	37%	39%	83%	58%	71%	
Very well	(4)	59	31	28	3	7	1	8	8	32	15	22	4	17	30	12	1	2	1	-	30	12	5
		6%	7%	5%	4%	6%	*	4%	5%	11%	5%	7%	2%	9%	11%	4%	4%	2%	3%	-	10%	5%	4%
Quite well	(3)	587	302	285	48	56	92	107	116	168	185	173	98	106	203	191	13	60	15	2	212	142	76
		59%	64%	54%	59%	51%	60%	57%	64%	59%	68%	55%	57%	55%	78%	57%	50%	58%	34%	39%	73%	53%	67%
Quite badly	(2)	254	97	157	21	34	50	56	42	49	57	90	47	47	19	107	10	26	22	1	37	80	30
		25%	20%	30%	26%	31%	33%	30%	23%	17%	21%	28%	28%	24%	7%	32%	38%	25%	50%	30%	13%	30%	26%
Very badly	(1)	47	18	29	2	7	9	10	4	14	5	14	12	13	2	14	-	10	-	1	3	16	1
		5%	4%	5%	3%	6%	6%	5%	2%	5%	2%	4%	7%	6%	1%	4%	-	10%	-	31%	1%	6%	1%
NET: Badly		301	115	186	23	41	59	67	47	63	62	104	60	59	22	121	10	36	22	3	39	96	31
		30%	24%	35%	29%	38%	39%	35%	26%	22%	23%	33%	35%	31%	8%	36%	38%	34%	50%	61%	14%	36%	27%
Don't know		53	26	27	7	5	1	7	9	22	9	17	10	11	7	10	2	6	6	-	11	16	2
		5%	5%	5%	8%	5%	1%	4%	5%	8%	3%	5%	6%	6%	3%	3%	8%	6%	13%	-	4%	6%	2%
Mean		2.69	2.77	2.63	2.69	2.60	2.56	2.62	2.75	2.83	2.80	2.68	2.58	2.70	3.02	2.62	2.62	2.56	2.45	2.09	2.96	2.60	2.76
Standard deviation		0.66	0.63	0.68	0.60	0.72	0.61	0.66	0.58	0.70	0.56	0.68	0.67	0.73	0.48	0.63	0.57	0.71	0.56	0.94	0.52	0.68	0.54
Standard error		0.02	0.03	0.03	0.08	0.08	0.05	0.05	0.04	0.04	0.03	0.05	0.07	0.05	0.03	0.03	0.11	0.07	0.10	0.38	0.03	0.04	0.05

Wirral West Poll

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Absolutes/col percents

Table 10

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	471	529	54	81	142	190	222	309	431	221	103	197	262	351	28	100	37	6	289	307	99	
Weighted base	1000	474	526	81	109	152	189	181	286	271	315	172	194	262	335	27	104	44	5	292	266	114	
NET: Well	673	340	333	55	70	101	115	128	203	212	206	108	118	227	223	20	66	22	2	242	164	85	
	67%	72%	63%	68%	65%	66%	61%	71%	71%	78%	65%	63%	61%	87%	67%	74%	63%	50%	45%	83%	62%	75%	
Very well	(4)	75	38	37	8	10	5	9	8	36	24	20	7	16	35	21	2	2	1	-	34	17	7
		8%	8%	7%	10%	9%	3%	5%	5%	13%	9%	6%	4%	8%	14%	6%	7%	2%	2%	-	12%	6%	6%
Quite well	(3)	598	301	296	48	61	96	106	119	167	188	186	102	102	191	202	18	64	21	2	208	147	78
		60%	64%	56%	59%	56%	63%	56%	66%	58%	69%	59%	59%	52%	73%	60%	67%	61%	48%	45%	71%	55%	69%
Quite badly	(2)	223	90	133	18	31	38	55	37	44	44	78	49	41	24	79	6	28	17	3	33	72	26
		22%	19%	25%	22%	28%	25%	29%	21%	15%	16%	25%	29%	21%	9%	24%	21%	27%	40%	55%	11%	27%	23%
Very badly	(1)	51	18	33	1	5	9	12	9	15	6	15	10	18	2	25	-	8	2	-	6	17	1
		5%	4%	6%	2%	5%	6%	5%	5%	2%	5%	6%	10%	1%	7%	-	8%	4%	-	2%	6%	1%	
NET: Badly		275	108	166	19	36	48	67	46	58	50	93	59	60	25	104	6	36	19	3	40	89	27
		27%	23%	32%	24%	33%	31%	36%	25%	20%	18%	30%	34%	31%	10%	31%	21%	35%	43%	55%	14%	33%	24%
Don't know		52	26	27	6	2	4	7	7	24	9	16	4	16	10	8	1	2	3	-	11	13	2
		5%	5%	5%	8%	2%	3%	4%	4%	9%	3%	5%	3%	8%	4%	2%	5%	2%	7%	-	4%	5%	2%
Mean		2.74	2.80	2.67	2.82	2.70	2.65	2.62	2.73	2.86	2.88	2.71	2.63	2.65	3.03	2.67	2.85	2.58	2.52	2.45	2.96	2.65	2.81
Standard deviation		0.68	0.64	0.71	0.63	0.71	0.65	0.69	0.63	0.72	0.58	0.67	0.66	0.79	0.51	0.71	0.53	0.67	0.62	0.56	0.57	0.71	0.55
Standard error		0.02	0.03	0.03	0.09	0.08	0.05	0.05	0.04	0.04	0.03	0.05	0.07	0.06	0.03	0.04	0.10	0.07	0.10	0.23	0.03	0.04	0.06

Wirral West Poll

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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	471	529	54	81	142	190	222	309	431	221	103	197	262	351	28	100	37	6	289	307	99
Weighted base	1000	474	526	81	109	152	189	181	286	271	315	172	194	262	335	27	104	44	5	292	266	114
I am satisfied with the job David Cameron is doing overall as Prime Minister	305 30%	152 32%	153 29%	31 38%	22 20%	37 25%	54 28%	50 28%	111 39%	86 32%	104 33%	40 23%	59 30%	170 65%	29 9%	8 31%	27 26%	3 7%	*	162 56%	30 11%	22 19%
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	259 26%	125 26%	134 25%	18 22%	39 36%	34 22%	52 27%	48 27%	67 24%	82 30%	80 25%	48 28%	43 22%	88 34%	39 12%	11 43%	49 47%	8 19%	1 16%	101 35%	37 14%	33 29%
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.	350 35%	166 35%	183 35%	26 32%	44 40%	67 44%	69 36%	70 39%	72 25%	89 33%	104 33%	69 40%	72 37%	2 1%	254 76%	6 23%	18 17%	24 55%	2 44%	19 7%	186 70%	53 46%
Refused	18 2%	4 1%	14 3%	- -	- -	2 2%	5 3%	3 2%	7 2%	4 2%	3 1%	6 4%	3 1%	- -	2 1%	- -	1 1%	3 6%	- -	1 *	3 1%	2 2%
Don't know	69 7%	26 6%	43 8%	6 7%	4 4%	11 7%	10 5%	9 5%	28 10%	10 4%	25 8%	10 6%	17 9%	1 1%	11 3%	1 3%	9 9%	6 13%	1 31%	8 3%	11 4%	5 4%

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Absolutes/col percents

Table 12

Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?
Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	471	529	54	81	142	190	222	309	431	221	103	197	262	351	28	100	37	6	289	307	99
Weighted base	1000	474	526	81	109	152	189	181	286	271	315	172	194	262	335	27	104	44	5	292	266	114
The Conservatives	631	309	321	32	57	87	123	131	199	193	199	104	112	185	207	14	72	33	2	214	169	81
	63%	65%	61%	39%	52%	57%	65%	73%	70%	71%	63%	60%	58%	71%	62%	53%	69%	74%	43%	73%	63%	71%
Labour	562	275	288	34	65	84	107	110	161	157	189	95	102	148	205	9	63	26	2	168	167	68
	56%	58%	55%	42%	59%	55%	57%	61%	57%	58%	60%	56%	53%	56%	61%	35%	60%	58%	43%	57%	63%	60%
The Liberal Democrat	224	109	115	8	12	29	41	49	83	65	79	26	43	63	63	12	20	10	1	70	53	29
	22%	23%	22%	10%	11%	19%	22%	27%	29%	24%	25%	15%	22%	24%	19%	44%	19%	23%	29%	24%	20%	25%
The UK Independence Party (UKIP)	89	43	46	6	15	15	12	15	26	25	33	13	14	14	28	3	22	3	1	24	22	9
	9%	9%	9%	8%	14%	10%	6%	8%	9%	9%	10%	8%	7%	5%	8%	10%	21%	6%	20%	8%	8%	8%
None of them	220	98	123	28	25	41	35	34	57	46	75	39	44	49	65	8	17	8	3	54	43	21
	22%	21%	23%	35%	23%	27%	19%	19%	20%	17%	24%	23%	23%	19%	19%	31%	16%	18%	57%	18%	16%	19%
Don't know	13	3	10	8	1	1	-	1	1	3	1	2	4	2	4	-	1	-	-	1	2	-
	1%	1%	2%	10%	1%	1%	-	1%	*	1%	*	1%	2%	1%	1%	-	1%	-	-	*	1%	-

Wirral West Poll

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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	471	529	54	81	142	190	222	309	431	221	103	197	262	351	28	100	37	6	289	307	99
Weighted base	1000	474	526	81	109	152	189	181	286	271	315	172	194	262	335	27	104	44	5	292	266	114
A Labour government	372	176	196	36	44	72	69	75	76	87	107	76	86	2	292	3	19	16	1	22	205	42
	37%	37%	37%	44%	40%	47%	37%	41%	27%	32%	34%	44%	44%	1%	87%	11%	18%	37%	14%	8%	77%	37%
A Conservative government	308	148	160	17	25	36	56	51	123	99	102	41	52	213	4	3	44	4	1	200	15	19
	31%	31%	30%	21%	23%	24%	29%	28%	43%	37%	33%	24%	27%	81%	1%	10%	42%	9%	16%	68%	6%	17%
A coalition between the Conservatives and the Liberal Democrats	102	57	44	4	16	10	15	24	33	38	30	15	16	43	1	15	16	5	*	45	7	18
	10%	12%	8%	4%	15%	6%	8%	13%	12%	14%	9%	9%	8%	17%	*	54%	15%	11%	10%	15%	3%	16%
A coalition between Labour and the Liberal Democrats	87	42	45	12	15	11	21	14	14	24	28	19	13	1	34	7	10	9	3	3	24	20
	9%	9%	8%	15%	14%	7%	11%	8%	5%	9%	9%	11%	7%	*	10%	25%	10%	20%	61%	1%	9%	17%
Don't know	132	51	81	13	10	24	28	17	39	24	48	21	27	2	4	-	15	11	-	22	14	15
	13%	11%	15%	16%	9%	16%	15%	9%	14%	9%	15%	12%	14%	1%	1%	-	15%	24%	-	7%	5%	13%

Wirral West Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	471 47%	474 47%
Female	529 53%	526 53%

Wirral West Poll
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Absolutes/col percents

Table 15
Into which of the following age groups do you fall?
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	54 5%	81 8%
25-34	81 8%	109 11%
35-44	142 14%	152 15%
45-54	190 19%	189 19%
55-64	222 22%	181 18%
65 or older	309 31%	286 29%
Refused	2 *	2 *

Wirral West Poll
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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	134 13%	86 9%
B	297 30%	185 19%
C1	221 22%	315 32%
C2	103 10%	172 17%
D	67 7%	73 7%
E	130 13%	121 12%
Refused	48 5%	48 5%

Wirral West Poll
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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	289 29%	292 29%
Labour	307 31%	266 27%
Liberal Democrats	99 10%	114 11%
Another party	37 4%	32 3%
Did not vote	205 21%	233 23%
Refused	37 4%	34 3%
Don't know	26 3%	29 3%