



Dudley North Constituency Poll

03/12/2013

Prepared on behalf of Alan Bown

Dudley North Constituency Poll

On behalf of Alan Bown
03/12/13 - 526 respondents

Methodology

Fieldwork Dates

22nd - 24th November 2013

Data Collection Method

The survey was conducted via telephone. A combination of random numbers seeded from the complete BT directory of households in the local wards and, in addition, a smaller amount of targeted lifestyle data for specific age brackets were called.

Population Sampled

All adults aged 18+ in the parliamentary constituency of Dudley North (2010 borders).

Sample Size

Dudley North: 526

Data Weighting

Data were weighted separately in each constituency to the profile of all adults aged 18+. Data were weighted by age, sex, and ward. Targets for the weighted data were derived from Office of National Statistics 2011 Census data.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 526 it is 95% certain that the 'true' value will fall within the range of 4.3% from the sample result. Sub-samples from the cross-breaks will be subject to higher margin of error, conclusions drawn from cross-breaks with very small sub-samples should be treated with caution.

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party".

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample.

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Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables.

In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don’t know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Bri ne and Damian Lyons Lowe and Katy Owen.

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Q1. On a scale of 0-10, how likely do you think you will be to vote in the next general election in May 2015, where 10 is definitely will vote and 0 is definitely won't vote?

Base : All Respondents

	Total	Gender		Age			2010 Vote				Voting Intention					Ward					
		Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	Castle and Priors	Gornal	Sedgley	St James's	St Thomas's	Upper Gornal and Woodsetton
Unweighted Total	526	205	321	100	115	311	125	120	11	41	69	118	7	67	9	96	124	52	96	94	56
Weighted Total	526	255	271	143	185	198	119	113	11	37	66	125	7	63	12	84	87	91	86	81	89
10	284	141	143	54	101	128	81	83	9	23	49	81	1	44	10	44	50	62	42	43	39
	54.0%	55.2%	52.8%	38.1%	54.6%	64.8%	68.0%	73.1%	75.9%	62.9%	74.0%	65.2%	19.9%	69.2%	85.9%	52.7%	57.4%	67.5%	49.3%	53.2%	44.0%
9	21	9	12	7	5	9	5	8	-	1	5	7	-	2	-	3	5	2	3	3	4
	3.9%	3.4%	4.4%	4.6%	2.7%	4.6%	4.1%	7.4%	-	3.0%	8.2%	5.3%	-	3.3%	-	4.2%	5.9%	2.4%	3.1%	3.6%	4.8%
8	31	9	22	13	9	10	10	6	-	1	3	6	2	1	1	4	6	7	6	6	3
	5.9%	3.4%	8.3%	8.9%	4.6%	5.0%	8.5%	5.7%	-	2.3%	4.7%	4.9%	36.2%	1.7%	10.7%	4.4%	6.8%	7.5%	6.4%	6.9%	3.4%
7	23	17	6	13	7	3	6	3	1	4	2	8	2	4	-	2	2	-	6	7	3
	4.3%	6.5%	2.3%	9.4%	3.5%	1.4%	5.2%	3.0%	8.9%	11.7%	3.0%	6.4%	25.4%	6.0%	-	2.9%	2.8%	-	7.3%	8.7%	3.9%
6	10	3	6	5	1	4	1	2	-	-	1	2	-	-	-	-	1	2	2	2	3
	1.9%	1.4%	2.4%	3.3%	0.6%	2.1%	0.9%	1.8%	-	-	1.6%	1.6%	-	-	-	-	1.2%	2.4%	2.2%	2.5%	3.0%
5	50	21	29	18	19	14	12	5	2	3	5	13	-	10	*	8	6	3	14	9	11
	9.5%	8.1%	10.9%	12.4%	10.1%	6.9%	9.7%	4.7%	15.2%	7.8%	6.9%	10.1%	-	16.5%	3.4%	9.0%	6.4%	2.9%	16.4%	11.0%	12.0%
4	4	1	2	1	1	1	-	1	-	-	-	3	-	*	-	3	1	-	-	-	-
	0.7%	0.6%	0.9%	1.0%	0.6%	0.6%	-	1.0%	-	-	-	2.1%	-	0.7%	-	3.1%	1.4%	-	-	-	-
3	9	5	4	4	4	1	-	-	-	2	-	5	1	2	-	2	-	-	2	-	4
	1.8%	1.9%	1.6%	3.2%	2.2%	0.3%	-	-	-	4.6%	-	3.6%	18.5%	2.7%	-	2.8%	-	-	2.8%	-	5.0%
2	9	-	9	3	6	-	1	-	-	1	1	1	-	-	-	-	1	3	-	1	4
	1.7%	-	3.3%	2.0%	3.3%	-	0.9%	-	-	2.7%	1.6%	0.8%	-	-	-	-	1.2%	3.1%	-	1.2%	4.5%
1	3	-	3	1	1	*	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-
	0.5%	-	0.9%	0.7%	0.6%	0.2%	-	-	-	-	-	-	-	-	-	-	1.7%	-	1.2%	-	-
0	83	50	33	24	32	28	3	4	-	2	-	-	-	-	-	17	13	13	10	10	17
	15.8%	19.5%	12.3%	16.5%	17.1%	14.0%	2.8%	3.2%	-	5.0%	-	-	-	-	-	20.9%	14.9%	14.3%	11.2%	12.8%	19.3%
SIGMA	526	255	271	143	185	198	119	113	11	37	66	125	7	63	12	84	87	91	86	81	89
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Q2. Voting Intention Tables - Normal Weighted Table

Q2. If that general election were to be held tomorrow, which party do you think you would be most likely to vote for in your Dudley North constituency?

Base : All Respondents Would Vote

	Gender		Age			2010 Vote				Voting Intention					Ward						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	Castle and Priors	Gornal	Sedgley	St James's	St Thomas's	Upper Gornal and Woodsetton	
Unweighted Total	448	169	279	83	98	267	120	116	11	38	69	118	7	67	9	78	108	45	83	81	47
Weighted Total	443	205	237	119	153	171	116	109	11	35	66	125	7	63	12	66	74	78	76	70	72
Labour	125	71	54	46	43	36	13	74	5	1	-	125	-	-	-	18	18	17	23	27	17
	28.1%	34.4%	22.7%	38.4%	28.0%	21.2%	10.9%	67.7%	43.4%	2.8%	-	100.0%	-	-	-	27.1%	24.8%	22.1%	30.1%	37.9%	24.3%
Conservative	66	33	33	13	23	31	57	2	-	1	66	-	-	-	-	9	17	17	8	8	7
	14.9%	15.9%	14.1%	10.6%	14.9%	18.0%	48.9%	1.8%	-	1.9%	100.0%	-	-	-	-	14.1%	22.9%	22.3%	10.0%	11.2%	9.6%
Liberal Democrat	7	3	3	2	3	1	2	-	-	1	-	-	7	-	-	-	2	-	3	2	-
	1.5%	1.5%	1.4%	2.0%	1.9%	0.8%	1.6%	-	-	2.5%	-	-	100.0%	-	-	2.4%	-	4.1%	2.4%	-	-
UKIP	63	38	25	13	17	33	18	6	-	26	-	-	-	63	-	10	7	11	9	9	16
	14.2%	18.7%	10.4%	10.8%	11.2%	19.4%	15.8%	5.6%	-	75.9%	-	-	-	100.0%	-	15.7%	9.2%	13.8%	11.8%	13.4%	22.2%
Some other party	12	10	2	7	3	2	1	3	1	1	-	-	-	-	12	3	2	3	-	2	1
	2.7%	5.1%	0.7%	6.0%	2.2%	1.0%	1.2%	3.1%	9.3%	3.7%	-	-	-	-	100.0%	4.7%	2.3%	4.3%	-	3.0%	1.2%
Undecided	113	29	85	33	45	36	21	20	4	5	-	-	-	-	-	16	17	15	27	16	23
	25.6%	14.0%	35.7%	27.4%	29.1%	21.1%	18.3%	18.4%	39.3%	13.1%	-	-	-	-	-	24.9%	22.2%	19.4%	34.8%	22.1%	32.1%
Refused	57	21	36	6	20	32	4	4	1	-	-	-	-	-	-	9	12	14	7	7	8
	12.9%	10.4%	15.0%	4.8%	12.7%	18.6%	3.3%	3.4%	8.0%	-	-	-	-	-	-	13.6%	16.2%	18.2%	9.1%	10.1%	10.6%
SIGMA	443	205	237	119	153	171	116	109	11	35	66	125	7	63	12	66	74	78	76	70	72
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Q2. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting

Q2. If that general election were to be held tomorrow, which party do you think you would be most likely to vote for in your Dudley North constituency?

Base : All Respondents Would Vote

	Gender		Age			2010 Vote				Voting Intention					Ward						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	Castle and Priory	Gornal	Sedgley	St James's	St Thomas's	Upper Gornal and Woodsetton	
Unweighted Total	448	169	279	83	98	267	120	116	11	38	69	118	7	67	9	78	108	45	83	81	47
Weighted Total	448	214	234	111	153	184	123	120	12	35	72	127	6	65	14	68	77	85	74	72	67
Labour	127	70	57	44	44	39	12	81	5	*	-	127	-	-	-	18	21	19	21	26	18
	28.3%	32.7%	24.3%	39.8%	28.7%	21.1%	10.1%	67.2%	39.9%	0.7%	-	100.0%	-	-	-	26.3%	26.9%	22.5%	29.1%	36.4%	26.3%
Conservative	72	37	35	13	25	34	62	2	-	1	72	-	-	-	-	10	18	20	9	9	7
	16.0%	17.3%	14.7%	12.0%	16.1%	18.3%	50.0%	1.8%	-	2.2%	100.0%	-	-	-	-	14.9%	23.1%	23.1%	11.5%	12.2%	10.3%
Liberal Democrat	6	3	3	2	2	2	2	-	-	1	-	-	6	-	-	2	-	2	1	1	-
	1.2%	1.3%	1.2%	2.0%	1.2%	0.8%	1.5%	-	-	3.0%	-	-	100.0%	-	-	2.4%	-	3.2%	1.9%	-	-
UKIP	65	39	26	12	16	36	21	7	-	27	-	-	-	65	-	10	8	13	8	9	16
	14.4%	18.0%	11.1%	10.9%	10.6%	19.7%	16.8%	5.7%	-	76.8%	-	-	-	100.0%	-	15.3%	10.0%	14.9%	11.4%	12.9%	23.5%
Some other party	14	12	2	8	4	2	2	3	1	2	-	-	-	-	14	4	1	4	-	2	1
	3.1%	5.6%	0.8%	7.3%	2.6%	1.0%	1.3%	2.9%	10.4%	4.3%	-	-	-	-	100.0%	5.4%	1.9%	4.7%	-	3.5%	1.5%
Undecided	105	29	76	25	43	37	21	23	5	5	-	-	-	-	-	16	15	16	25	15	17
	23.3%	13.4%	32.4%	22.4%	28.0%	20.0%	16.7%	19.0%	40.8%	13.1%	-	-	-	-	-	23.9%	19.4%	18.8%	33.7%	21.5%	25.5%
Refused	61	25	36	6	20	35	4	4	1	-	-	-	-	-	-	10	13	14	8	8	9
	13.6%	11.6%	15.5%	5.6%	12.9%	19.1%	3.6%	3.4%	8.9%	-	-	-	-	-	-	14.3%	16.3%	16.0%	11.1%	11.7%	13.0%
SIGMA	448	214	234	111	153	184	123	120	12	35	72	127	6	65	14	68	77	85	74	72	67
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Q2. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting

Q2. If that general election were to be held tomorrow, which party do you think you would be most likely to vote for in your Dudley North constituency?

Base : All Respondents Would Vote and Excluding Undecided/Refused

	Gender		Age			2010 Vote				Voting Intention					Ward						
	Male	Female	18-34	35-54	55+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	Castle and Priory	Gornal	Sedgley	St James's	St Thomas's	Upper Gornal and Woodsetton	
Unweighted Total	270	120	150	54	55	161	94	93	4	32	69	118	7	67	9	49	63	27	47	53	25
Weighted Total	282	160	122	80	91	112	98	93	6	31	72	127	6	65	14	42	50	55	41	48	41
Labour	127	70	57	44	44	39	12	81	5	*	-	127	-	-	-	18	21	19	21	26	18
	44.9%	43.6%	46.6%	55.2%	48.6%	34.7%	12.6%	86.6%	79.3%	0.8%	-	100.0%	-	-	-	42.5%	41.8%	34.6%	52.7%	54.4%	42.6%
Conservative	72	37	35	13	25	34	62	2	-	1	72	-	-	-	-	10	18	20	9	9	7
	25.4%	23.1%	28.3%	16.7%	27.2%	30.0%	62.7%	2.4%	-	2.6%	100.0%	-	-	-	-	24.1%	36.0%	35.4%	20.9%	18.2%	16.7%
Liberal Democrat	6	3	3	2	2	2	2	-	-	1	-	-	6	-	-	2	-	-	2	1	-
	2.0%	1.7%	2.3%	2.8%	2.0%	1.4%	1.9%	-	-	3.4%	-	-	100.0%	-	-	3.7%	-	-	5.7%	2.9%	-
UKIP	65	39	26	12	16	36	21	7	-	27	-	-	-	65	-	10	8	13	8	9	16
	22.9%	24.1%	21.3%	15.1%	17.9%	32.4%	21.0%	7.3%	-	88.3%	-	-	-	100.0%	-	24.7%	15.6%	22.9%	20.7%	19.3%	38.2%
Some other party	14	12	2	8	4	2	2	3	1	2	-	-	-	-	14	4	1	4	-	2	1
	4.9%	7.5%	1.5%	10.2%	4.3%	1.6%	1.7%	3.7%	20.7%	5.0%	-	-	-	-	100.0%	8.7%	3.0%	7.1%	-	5.2%	2.4%
SIGMA	282	160	122	80	91	112	98	93	6	31	72	127	6	65	14	42	50	55	41	48	41
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%