

Cannock Chase Poll

CATI Fieldwork : 22nd-27th 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	452	548	64	113	152	176	195	299	271	203	217	281	221	231	18	207	15	9	267	238	69	
Weighted base	1000	494	506	108	155	191	185	155	205	141	271	277	283	190	218	21	229	17	14	225	191	90	
Certain to vote	(10)	469	246	224	21	43	76	94	100	134	79	134	121	120	111	113	6	149	3	3	154	129	51
		47%	50%	44%	20%	27%	40%	51%	64%	66%	56%	49%	44%	42%	59%	52%	27%	65%	19%	20%	69%	67%	57%
	(9)	55	26	29	8	8	10	9	8	13	6	18	13	15	13	17	5	12	2	-	12	11	8
		5%	5%	6%	7%	5%	5%	5%	5%	6%	4%	7%	5%	5%	7%	8%	25%	5%	9%	-	5%	6%	9%
	(8)	92	49	43	10	13	24	16	10	19	15	27	23	28	16	29	5	19	3	2	18	18	12
		9%	10%	9%	10%	9%	12%	8%	6%	9%	10%	10%	8%	10%	8%	13%	22%	8%	19%	13%	8%	9%	14%
	(7)	72	45	27	12	14	13	19	8	6	12	7	34	16	14	16	4	19	1	2	11	14	11
		7%	9%	5%	12%	9%	7%	10%	5%	3%	8%	3%	12%	6%	7%	7%	18%	8%	6%	16%	5%	7%	12%
	(6)	18	13	6	1	3	7	3	3	1	4	3	4	6	4	5	1	3	2	-	3	5	1
		2%	3%	1%	1%	2%	4%	2%	2%	*	3%	1%	2%	2%	2%	2%	3%	1%	12%	-	1%	2%	2%
	(5)	99	43	57	18	24	25	12	9	11	9	33	25	32	24	16	1	14	5	6	14	8	5
		10%	9%	11%	16%	16%	13%	7%	6%	5%	6%	12%	9%	11%	13%	7%	4%	6%	27%	43%	6%	4%	5%
	(4)	19	10	9	6	6	2	3	1	2	3	3	5	8	1	9	-	2	-	-	1	2	1
		2%	2%	2%	5%	4%	1%	1%	1%	1%	2%	1%	2%	3%	*	4%	-	1%	-	-	*	1%	1%
	(3)	35	16	19	9	14	5	6	*	2	3	15	9	8	6	10	-	6	-	-	2	3	-
		4%	3%	4%	8%	9%	3%	3%	*	1%	2%	5%	3%	3%	3%	4%	-	3%	-	-	1%	2%	-
	(2)	20	7	13	-	7	5	5	2	2	4	5	4	7	2	3	-	4	2	1	2	1	-
		2%	1%	3%	-	5%	2%	3%	1%	1%	3%	2%	2%	2%	1%	1%	-	2%	9%	8%	1%	1%	-
Definitely would not vote	(1)	118	40	78	23	24	25	19	13	15	7	27	37	42	-	-	-	-	-	-	9	2	1
		12%	8%	15%	22%	15%	13%	10%	8%	7%	5%	10%	13%	15%	-	-	-	-	-	-	4%	1%	1%
Don't know		2	-	2	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	-	-
Mean		7.39	7.75	7.03	5.71	6.07	7.09	7.66	8.38	8.55	8.11	7.52	7.21	7.02	8.53	8.31	8.40	8.81	6.80	6.46	8.79	8.94	8.79
Standard deviation		3.21	2.93	3.43	3.28	3.31	3.21	3.11	2.82	2.67	2.73	3.18	3.25	3.37	2.14	2.28	1.40	2.02	2.46	2.42	2.31	1.92	1.79
Standard error		0.10	0.14	0.15	0.41	0.31	0.26	0.23	0.20	0.15	0.17	0.22	0.22	0.20	0.14	0.15	0.33	0.14	0.64	0.81	0.14	0.12	0.22

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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	452	548	64	113	152	176	195	299	271	203	217	281	221	231	18	207	15	9	267	238	69
Weighted base	1000	494	506	108	155	191	185	155	205	141	271	277	283	190	218	21	229	17	14	225	191	90
Conservative	190 19%	100 20%	89 18%	12 11%	20 13%	36 19%	40 22%	32 21%	50 24%	43 30%	53 20%	42 15%	51 18%	190 100%	-	-	-	-	-	131 58%	3 2%	4 5%
Labour	218 22%	111 22%	107 21%	25 23%	35 23%	39 21%	36 19%	35 23%	48 23%	26 19%	53 19%	65 24%	68 24%	-	218 100%	-	-	-	-	10 5%	122 64%	22 24%
Liberal Democrat	21 2%	8 2%	14 3%	-	7 4%	4 2%	4 2%	2 1%	5 2%	2 2%	7 3%	7 2%	5 2%	-	-	21 100%	-	-	-	1 *	-	13 15%
The UK Independence Party (UKIP)	229 23%	130 26%	99 19%	25 23%	37 24%	40 21%	45 24%	41 27%	41 20%	29 20%	65 24%	69 25%	57 20%	-	-	-	229 100%	-	-	45 20%	39 20%	24 26%
The Green Party	17 2%	11 2%	6 1%	3 2%	4 2%	6 3%	2 1%	2 1%	* *	3 2%	5 2%	2 1%	7 3%	-	-	-	-	17 100%	-	-	2 1%	6 7%
The British National Party (BNP)	6 1%	5 1%	1 *	-	3 2%	3 2%	-	-	-	-	3 1%	-	3 1%	-	-	-	-	-	6 44%	-	1 1%	-
Some other party	8 1%	3 1%	5 1%	2 2%	1 1%	1 1%	1 1%	-	1 1%	-	1 1%	3 1%	3 1%	-	-	-	-	-	8 56%	1 *	1 *	-
Would not vote	118 12%	40 8%	78 15%	23 22%	24 15%	25 13%	19 10%	13 8%	15 7%	7 5%	27 10%	37 13%	42 15%	-	-	-	-	-	-	9 4%	2 1%	1 1%
Refused	67 7%	32 7%	35 7%	2 2%	4 3%	11 6%	16 9%	14 9%	20 10%	12 8%	21 8%	14 5%	14 5%	-	-	-	-	-	-	9 4%	4 2%	7 8%
Don't know	127 13%	54 11%	72 14%	16 15%	21 13%	25 13%	23 12%	16 10%	25 12%	19 13%	36 13%	38 14%	32 11%	-	-	-	-	-	-	19 8%	17 9%	12 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	501	251	250	20	41	72	84	115	169	150	102	105	133	163	163	12	152	7	4	183	158	37
Weighted base	469	253	215	35	54	86	91	88	115	75	130	128	125	130	144	14	167	8	5	148	129	49
Conservative	130	69	61	6	8	22	30	25	40	33	34	30	33	130	-	-	-	-	-	103	3	4
	28%	27%	28%	17%	15%	25%	33%	28%	34%	44%	26%	23%	26%	100%	-	-	-	-	-	70%	2%	7%
Labour	144	75	69	10	16	27	27	27	37	18	39	41	43	-	144	-	-	-	-	7	95	14
	31%	30%	32%	30%	30%	31%	29%	31%	32%	25%	30%	32%	34%	-	100%	-	-	-	-	5%	73%	28%
Liberal Democrat	14	5	10	-	4	2	2	2	4	1	5	4	4	-	-	14	-	-	-	1	-	10
	3%	2%	4%	-	8%	3%	2%	2%	3%	2%	4%	3%	3%	-	-	100%	-	-	-	*	-	20%
The UK Independence Party (UKIP)	167	96	71	16	23	30	32	33	34	20	50	50	41	-	-	-	167	-	-	36	28	18
	36%	38%	33%	46%	42%	35%	35%	37%	29%	27%	38%	39%	33%	-	-	-	100%	-	-	25%	22%	36%
The Green Party	8	5	2	2	2	3	1	1	*	2	1	1	4	-	-	-	-	8	-	-	2	4
	2%	2%	1%	5%	3%	3%	1%	1%	*	3%	*	1%	3%	-	-	-	-	100%	-	-	1%	8%
The British National Party (BNP)	3	1	1	-	*	2	-	-	-	-	2	-	*	-	-	-	-	-	3	-	1	-
	1%	1%	1%	-	1%	3%	-	-	-	-	2%	-	*	-	-	-	-	-	51%	-	1%	-
Some other party	3	2	1	1	*	*	*	-	1	-	*	2	1	-	-	-	-	-	3	1	1	-
	1%	1%	*	3%	*	*	*	-	1%	-	*	1%	1%	-	-	-	-	-	49%	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	28%
Labour	31%
Liberal Democrat	4%
UKIP	34%
Green	2%
Other	1%

Cannock Chase Poll

CATI Fieldwork : 22nd-27th 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	452	548	64	113	152	176	195	299	271	203	217	281	221	231	18	207	15	9	267	238	69
Weighted base	1000	494	506	108	155	191	185	155	205	141	271	277	283	190	218	21	229	17	14	225	191	90
Conservative	169 17%	91 18%	78 15%	10 9%	16 10%	28 14%	41 22%	24 16%	50 24%	40 28%	46 17%	36 13%	46 16%	149 79%	5 2%	* 2%	7 3%	- -	- -	121 54%	4 2%	4 4%
Labour	238 24%	113 23%	125 25%	29 26%	32 21%	43 23%	43 23%	40 25%	51 25%	30 21%	60 22%	74 27%	71 25%	7 4%	195 89%	1 4%	12 5%	3 16%	2 15%	9 4%	129 67%	20 22%
Liberal Democrat	47 5%	22 4%	26 5%	5 5%	8 5%	9 5%	8 4%	9 6%	8 4%	4 3%	22 8%	12 4%	10 3%	10 5%	4 2%	14 67%	4 2%	- -	2 16%	8 4%	5 2%	15 17%
The UK Independence Party (UKIP)	206 21%	118 24%	87 17%	18 17%	45 29%	35 18%	34 19%	38 24%	35 17%	27 19%	61 22%	58 21%	51 18%	5 3%	4 2%	- -	192 84%	- -	- -	44 20%	32 17%	22 24%
The Green Party	16 2%	9 2%	7 1%	3 2%	3 2%	8 4%	2 1%	- -	* *	2 1%	3 1%	5 2%	6 2%	- -	- -	2 8%	1 1%	13 76%	- -	- -	2 1%	6 7%
The British National Party (BNP)	6 1%	5 1%	1 *	- -	3 2%	3 2%	- -	- -	- -	- -	3 1%	- -	3 1%	- -	- -	- -	- -	- -	6 44%	- -	1 1%	- -
Some other party	7 1%	6 1%	1 *	- -	- -	5 2%	- -	- -	3 1%	- -	1 1%	6 2%	- -	1 *	1 *	- -	1 1%	- -	1 6%	5 2%	1 1%	- -
Would not vote	118 12%	40 8%	78 15%	23 22%	24 15%	25 13%	19 10%	13 8%	15 7%	7 5%	27 10%	37 13%	42 15%	- -	- -	- -	- -	- -	- -	9 4%	2 1%	1 1%
Refused	51 5%	30 6%	21 4%	2 2%	5 3%	6 3%	15 8%	10 7%	13 6%	10 7%	10 4%	12 4%	13 5%	1 1%	- -	2 9%	- -	- -	- -	6 3%	3 2%	4 5%
Don't know	142 14%	61 12%	81 16%	18 17%	19 13%	30 16%	23 12%	22 14%	29 14%	22 16%	36 13%	38 14%	42 15%	16 8%	9 4%	2 11%	11 5%	1 9%	3 19%	24 11%	13 7%	17 19%

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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	499	248	251	19	40	70	85	112	171	144	107	107	134	151	156	10	145	7	4	178	163	37
Weighted base	468	251	217	33	55	84	92	87	117	72	136	129	122	122	139	12	161	7	5	147	133	47
Conservative	123	68	55	6	7	17	32	20	40	29	32	28	32	108	4	*	5	-	-	98	3	3
	26%	27%	25%	17%	13%	21%	35%	23%	35%	41%	24%	21%	27%	88%	3%	3%	3%	-	-	67%	2%	7%
Labour	150	76	74	13	13	25	30	30	40	20	41	45	43	4	127	1	9	1	1	6	99	12
	32%	30%	34%	39%	23%	30%	32%	35%	34%	27%	30%	35%	35%	3%	92%	6%	6%	15%	14%	4%	74%	24%
Liberal Democrat	33	13	20	2	7	6	6	7	5	3	15	8	7	8	4	9	4	-	1	7	4	12
	7%	5%	9%	5%	12%	8%	6%	8%	5%	4%	11%	6%	5%	6%	3%	79%	2%	-	18%	5%	3%	26%
The UK Independence Party (UKIP)	147	84	64	11	27	26	24	30	29	19	45	41	36	2	3	-	140	-	-	34	23	15
	31%	33%	29%	34%	49%	30%	26%	35%	25%	26%	33%	32%	30%	2%	2%	-	87%	-	-	23%	17%	33%
The Green Party	9	4	4	2	1	5	1	-	*	1	*	4	4	-	-	1	1	6	-	-	2	5
	2%	2%	2%	5%	2%	6%	1%	-	*	1%	*	3%	3%	-	-	12%	1%	85%	-	-	1%	10%
The British National Party (BNP)	3	1	1	-	*	2	-	-	-	-	2	-	*	-	-	-	-	-	3	-	1	-
	1%	1%	1%	-	1%	3%	-	-	-	-	2%	-	*	-	-	-	-	-	52%	-	1%	-
Some other party	4	4	*	-	-	2	-	-	2	-	*	4	-	1	1	-	1	-	1	2	1	-
	1%	2%	*	-	-	2%	-	-	2%	-	*	3%	-	1%	*	-	1%	-	15%	2%	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	27%
Labour	32%
Liberal Democrat	8%
UKIP	30%
Green	2%
Other	1%

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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	452	548	64	113	152	176	195	299	271	203	217	281	221	231	18	207	15	9	267	238	69
Weighted base	1000	494	506	108	155	191	185	155	205	141	271	277	283	190	218	21	229	17	14	225	191	90
I would not vote Liberal Democrat	667 67%	351 71%	316 62%	73 68%	102 66%	123 64%	118 64%	110 71%	141 69%	93 66%	174 64%	197 71%	186 66%	138 73%	174 80%	-	183 80%	7 43%	9 63%	168 75%	153 80%	35 40%
I would not vote Conservative	514 51%	252 51%	262 52%	69 63%	89 57%	96 50%	86 47%	83 53%	92 45%	53 37%	136 50%	160 58%	150 53%	-	175 80%	16 77%	159 69%	7 41%	11 78%	37 17%	161 84%	45 51%
I would not vote Labour	476 48%	251 51%	225 44%	44 41%	77 50%	91 47%	94 51%	76 49%	94 46%	68 48%	138 51%	134 48%	123 43%	146 77%	-	13 61%	169 74%	6 36%	7 50%	176 78%	29 15%	46 51%
I would not vote UKIP	435 43%	199 40%	235 47%	43 40%	63 40%	87 46%	75 41%	66 43%	99 48%	73 52%	120 44%	104 37%	130 46%	120 63%	152 70%	12 58%	-	14 81%	6 43%	106 47%	103 54%	41 46%
None of these - I would potentially vote for all of them	93 9%	37 7%	57 11%	11 10%	7 4%	23 12%	18 10%	15 10%	19 9%	12 8%	20 7%	22 8%	34 12%	7 4%	9 4%	1 5%	13 6%	3 17%	-	7 3%	7 4%	14 16%
Don't know	22 2%	11 2%	11 2%	3 3%	7 5%	1 1%	4 2%	2 1%	4 2%	3 2%	6 2%	8 3%	4 1%	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	452	548	64	113	152	176	195	299	271	203	217	281	221	231	18	207	15	9	267	238	69	
Weighted base	1000	494	506	108	155	191	185	155	205	141	271	277	283	190	218	21	229	17	14	225	191	90	
NET: Well	537	287	250	57	71	108	98	85	119	87	143	142	151	167	102	9	103	8	8	161	101	44	
	54%	58%	49%	53%	46%	56%	53%	55%	58%	62%	53%	51%	53%	88%	47%	42%	45%	49%	61%	72%	53%	49%	
Very well	(4)	26	15	11	-	6	7	2	4	6	3	8	5	8	13	5	-	5	-	-	9	3	-
		3%	3%	2%	-	4%	4%	1%	3%	3%	2%	3%	2%	3%	7%	2%	-	2%	-	-	4%	2%	-
Quite well	(3)	511	272	239	57	65	100	95	81	113	83	135	137	143	154	98	9	98	8	8	152	98	44
		51%	55%	47%	53%	42%	52%	52%	55%	59%	50%	49%	50%	81%	45%	42%	43%	49%	61%	68%	51%	49%	
Quite badly	(2)	336	158	178	39	57	58	70	54	58	44	91	99	94	19	93	11	89	7	4	45	73	36
		34%	32%	35%	36%	37%	30%	38%	35%	29%	31%	34%	36%	33%	10%	43%	51%	39%	41%	29%	20%	38%	40%
Very badly	(1)	94	41	54	8	19	23	14	11	18	8	23	29	32	1	20	2	32	-	1	13	16	9
		9%	8%	11%	8%	12%	12%	8%	7%	9%	6%	9%	10%	11%	1%	9%	7%	14%	-	11%	6%	8%	11%
NET: Badly		431	199	232	47	76	81	84	65	76	52	114	127	126	21	113	12	121	7	5	58	89	45
		43%	40%	46%	44%	49%	42%	46%	42%	37%	37%	42%	46%	44%	11%	52%	58%	53%	41%	39%	26%	46%	51%
Don't know		32	8	24	4	9	3	3	5	9	2	14	8	7	3	3	-	5	2	-	6	2	-
		3%	2%	5%	3%	6%	1%	2%	3%	4%	2%	5%	3%	2%	1%	1%	-	2%	9%	-	3%	1%	-
Mean		2.48	2.54	2.43	2.46	2.39	2.49	2.47	2.52	2.55	2.59	2.50	2.44	2.46	2.95	2.40	2.34	2.34	2.54	2.50	2.72	2.47	2.39
Standard deviation		0.71	0.69	0.72	0.64	0.76	0.76	0.66	0.68	0.70	0.64	0.70	0.71	0.73	0.45	0.69	0.63	0.75	0.51	0.71	0.64	0.67	0.67
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.04	0.03	0.05	0.15	0.05	0.14	0.24	0.04	0.04	0.08

Cannock Chase 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	452	548	64	113	152	176	195	299	271	203	217	281	221	231	18	207	15	9	267	238	69	
Weighted base	1000	494	506	108	155	191	185	155	205	141	271	277	283	190	218	21	229	17	14	225	191	90	
NET: Well	560	299	261	71	82	105	102	86	113	95	149	153	150	157	123	14	105	11	7	165	103	51	
	56%	60%	52%	66%	53%	55%	55%	56%	55%	67%	55%	55%	53%	83%	56%	63%	46%	63%	52%	73%	54%	57%	
Very well	(4)	36	15	21	8	-	9	4	6	10	7	9	7	12	12	9	-	7	-	-	13	7	4
		4%	3%	4%	7%	-	5%	2%	4%	5%	5%	3%	2%	4%	6%	4%	-	3%	-	-	6%	4%	5%
Quite well	(3)	524	284	241	64	82	97	98	80	103	87	140	146	137	146	114	14	97	11	7	152	96	47
		52%	57%	48%	59%	53%	51%	53%	52%	51%	62%	52%	53%	48%	77%	52%	63%	43%	63%	52%	68%	50%	53%
Quite badly	(2)	304	149	155	25	57	55	63	47	58	38	77	91	92	23	70	4	88	6	5	40	68	27
		30%	30%	31%	23%	37%	29%	34%	30%	28%	27%	28%	33%	33%	12%	32%	18%	39%	37%	37%	18%	35%	30%
Very badly	(1)	103	35	67	10	15	24	18	15	20	7	34	25	30	4	21	4	32	-	1	11	18	9
		10%	7%	13%	9%	9%	13%	10%	10%	10%	5%	13%	9%	11%	2%	10%	19%	14%	-	11%	5%	9%	11%
NET: Badly		407	185	222	35	71	80	80	62	78	45	111	116	122	27	91	8	120	6	7	51	86	36
		41%	37%	44%	32%	46%	42%	44%	40%	38%	32%	41%	42%	43%	14%	42%	37%	52%	37%	48%	23%	45%	41%
Don't know		33	10	22	2	2	6	2	7	14	2	11	8	12	6	4	-	4	-	-	9	3	2
		3%	2%	4%	2%	1%	3%	1%	4%	7%	1%	4%	3%	4%	3%	2%	-	2%	-	-	4%	2%	2%
Mean		2.51	2.58	2.44	2.66	2.44	2.48	2.48	2.52	2.54	2.68	2.47	2.50	2.49	2.90	2.52	2.45	2.36	2.63	2.42	2.78	2.49	2.52
Standard deviation		0.73	0.67	0.78	0.75	0.66	0.78	0.70	0.74	0.75	0.65	0.76	0.70	0.75	0.52	0.73	0.80	0.76	0.50	0.70	0.63	0.72	0.75
Standard error		0.02	0.03	0.03	0.09	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.04	0.05	0.19	0.05	0.13	0.23	0.04	0.05	0.09

Cannock Chase 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	452	548	64	113	152	176	195	299	271	203	217	281	221	231	18	207	15	9	267	238	69
Weighted base	1000	494	506	108	155	191	185	155	205	141	271	277	283	190	218	21	229	17	14	225	191	90
I am satisfied with the job David Cameron is doing overall as Prime Minister	288 29%	149 30%	139 28%	27 25%	42 27%	53 28%	55 30%	43 28%	68 33%	44 31%	78 29%	79 29%	80 28%	129 68%	39 18%	8 37%	29 13%	3 19%	5 36%	107 48%	31 16%	26 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	322 32%	165 33%	157 31%	33 31%	50 32%	67 35%	62 34%	48 31%	61 30%	60 42%	92 34%	88 32%	80 28%	56 29%	33 15%	10 45%	115 50%	8 47%	5 38%	94 42%	40 21%	37 42%
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.	261 26%	134 27%	127 25%	31 29%	43 28%	51 27%	42 23%	48 31%	45 22%	27 19%	65 24%	74 27%	90 32%	2 1%	138 63%	4 18%	53 23%	6 34%	4 26%	15 7%	111 58%	22 24%
Refused	35 3%	15 3%	20 4%	3 3%	2 2%	5 2%	13 7%	3 2%	9 4%	6 4%	9 3%	6 2%	6 2%	2 1%	-	-	7 3%	-	-	1 *	1 1%	-
Don't know	94 9%	31 6%	63 12%	13 12%	17 11%	14 7%	12 7%	14 9%	22 11%	5 3%	27 10%	29 11%	26 9%	1 1%	9 4%	-	25 11%	-	-	8 4%	8 4%	4 5%

Cannock Chase Poll

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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	452	548	64	113	152	176	195	299	271	203	217	281	221	231	18	207	15	9	267	238	69
Weighted base	1000	494	506	108	155	191	185	155	205	141	271	277	283	190	218	21	229	17	14	225	191	90
The UK Independence Party (UKIP)	143 14%	74 15%	69 14%	15 13%	21 14%	27 14%	21 11%	29 19%	31 15%	26 19%	43 16%	35 13%	37 13%	17 9%	31 14%	2 11%	51 22%	3 20%	1 11%	29 13%	33 17%	16 17%
The Conservatives	113 11%	67 14%	46 9%	13 12%	14 9%	24 12%	21 11%	18 11%	24 12%	24 17%	35 13%	29 11%	23 8%	29 15%	35 16%	5 22%	23 10%	1 6%	- -	32 14%	35 19%	8 9%
Labour	87 9%	46 9%	41 8%	6 5%	19 12%	14 8%	8 4%	19 12%	21 10%	19 13%	17 6%	28 10%	23 8%	11 6%	38 17%	1 7%	18 8%	1 5%	4 26%	13 6%	35 18%	4 4%
The Liberal Democrat	30 3%	17 3%	13 3%	2 2%	4 2%	2 1%	7 4%	6 4%	9 5%	8 6%	3 1%	12 4%	7 2%	3 1%	12 6%	- -	6 3%	* 2%	- -	4 2%	10 5%	- -
None of them	721 72%	338 68%	383 76%	81 75%	114 73%	137 72%	141 76%	104 67%	142 70%	89 63%	190 70%	201 73%	219 77%	139 73%	148 68%	15 71%	154 67%	10 60%	9 63%	161 72%	120 63%	65 72%
Don't know	15 1%	6 1%	9 2%	2 2%	4 2%	6 3%	2 1%	- -	1 *	2 2%	8 3%	1 *	- -	1 1%	3 1%	- -	1 1%	2 9%	- -	3 2%	2 1%	1 1%

Cannock Chase 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	452	548	64	113	152	176	195	299	271	203	217	281	221	231	18	207	15	9	267	238	69	
Weighted base	1000	494	506	108	155	191	185	155	205	141	271	277	283	190	218	21	229	17	14	225	191	90	
A Labour government	336	157	179	36	56	70	65	50	58	33	85	104	106	4	182	2	65	7	3	16	142	22	
		34%	32%	35%	33%	36%	37%	35%	32%	28%	24%	31%	37%	2%	83%	9%	29%	40%	24%	7%	74%	24%	
A Conservative government	280	161	118	21	33	49	56	49	72	60	71	76	71	150	8	1	64	2	4	163	11	8	
		28%	33%	23%	19%	21%	26%	30%	31%	43%	26%	27%	25%	79%	3%	7%	28%	11%	28%	73%	5%	9%	
A coalition between the Conservatives and the Liberal Democrats	114	65	49	17	24	24	15	13	20	15	45	30	23	31	3	13	27	5	-	29	2	28	
		11%	13%	10%	16%	16%	13%	8%	9%	10%	10%	17%	11%	8%	16%	1%	60%	12%	32%	-	13%	1%	32%
A coalition between Labour and the Liberal Democrats	81	40	41	10	14	18	14	12	13	14	22	23	21	3	21	4	21	2	5	5	23	14	
		8%	8%	8%	9%	9%	10%	7%	8%	7%	10%	8%	8%	7%	2%	10%	17%	9%	9%	40%	2%	12%	16%
Don't know	190	71	119	25	27	29	35	31	41	19	48	44	63	2	5	2	52	1	1	12	14	17	
		19%	14%	23%	23%	18%	15%	19%	20%	20%	14%	18%	16%	22%	1%	2%	7%	23%	8%	8%	5%	7%	19%

Cannock Chase 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	452 45%	494 49%
Female	548 55%	506 51%

Cannock Chase 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	64 6%	108 11%
25-34	113 11%	155 16%
35-44	152 15%	191 19%
45-54	176 18%	185 18%
55-64	195 20%	155 16%
65 or older	299 30%	205 20%
Refused	1 *	1 *

Cannock Chase 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	71 7%	37 4%
B	200 20%	105 10%
C1	203 20%	271 27%
C2	217 22%	277 28%
D	108 11%	132 13%
E	173 17%	151 15%
Refused	28 3%	28 3%

Cannock Chase 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	267 27%	225 22%
Labour	238 24%	191 19%
Liberal Democrats	69 7%	90 9%
Another party	33 3%	49 5%
Did not vote	302 30%	362 36%
Refused	45 5%	38 4%
Don't know	46 5%	45 5%