

Cannock Chase Poll

CATI Fieldwork : 16th-24th April 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	1002	460	542	65	140	136	184	185	290	319	179	216	244	293	251	22	162	23	8	304	235	81	
Weighted base	1002	495	507	108	155	191	185	156	205	139	267	273	279	251	253	26	183	27	12	242	200	95	
Certain to vote	(10)	633	314	319	46	72	112	123	121	157	97	171	161	180	190	190	19	126	18	4	202	161	79
		63%	63%	63%	43%	46%	59%	67%	78%	77%	70%	64%	59%	65%	76%	75%	73%	69%	65%	35%	83%	80%	83%
	(9)	42	19	22	5	5	8	16	3	5	18	10	7	13	10	3	4	2	-	11	6	4	
		4%	4%	4%	5%	3%	4%	9%	2%	2%	3%	7%	4%	2%	5%	4%	11%	2%	8%	-	4%	3%	4%
	(8)	66	29	37	10	12	5	14	9	16	11	10	20	20	18	12	1	21	1	7	14	9	6
		7%	6%	7%	10%	8%	3%	7%	6%	8%	8%	4%	7%	7%	7%	5%	6%	11%	2%	56%	6%	4%	6%
	(7)	31	19	12	-	5	11	7	5	3	2	9	9	10	10	8	-	8	-	-	8	10	-
		3%	4%	2%	-	3%	6%	4%	3%	1%	2%	3%	3%	4%	4%	3%	-	4%	-	-	3%	5%	-
	(6)	28	18	9	10	6	7	2	1	3	2	6	5	12	7	6	1	2	4	1	1	3	-
		3%	4%	2%	9%	4%	4%	1%	1%	1%	2%	2%	2%	4%	3%	2%	2%	1%	14%	10%	*	2%	-
	(5)	57	36	21	12	13	14	6	4	7	7	9	22	15	5	12	-	19	3	-	*	4	3
		6%	7%	4%	11%	9%	7%	3%	3%	3%	5%	4%	8%	5%	2%	5%	-	11%	10%	-	*	2%	3%
	(4)	13	5	8	3	4	1	-	2	4	1	6	4	2	4	4	-	1	-	-	1	-	-
		1%	1%	2%	2%	3%	*	-	1%	2%	1%	2%	1%	1%	2%	1%	-	*	-	-	*	-	-
	(3)	19	8	11	11	1	4	1	1	*	4	6	3	6	4	9	-	-	-	-	1	3	1
		2%	2%	2%	10%	1%	2%	1%	1%	*	3%	2%	1%	2%	2%	4%	-	-	-	-	*	2%	1%
	(2)	9	2	7	1	-	-	6	1	2	2	-	4	3	-	1	2	3	*	-	*	1	2
		1%	*	1%	1%	-	-	3%	*	1%	1%	-	1%	1%	-	*	8%	1%	1%	-	*	1%	2%
Definitely would not vote	(1)	103	45	58	10	37	29	11	8	7	8	30	34	24	-	-	-	-	-	5	2	-	
		10%	9%	11%	9%	24%	15%	6%	5%	3%	6%	11%	12%	9%	-	-	-	-	-	2%	1%	-	
Don't know		2	1	1	-	*	-	-	1	1	*	1	1	-	-	-	-	-	-	-	-	-	
		*	*	*	-	*	-	-	1%	*	*	*	*	-	-	-	-	-	-	-	-	-	
Mean		8.13	8.21	8.06	7.07	6.78	7.69	8.62	9.00	9.06	8.57	8.17	7.85	8.23	9.26	9.05	9.02	8.91	8.73	8.51	9.48	9.29	9.46
Standard deviation		3.04	2.92	3.16	3.19	3.71	3.35	2.65	2.35	2.16	2.68	3.10	3.20	2.92	1.58	1.96	2.30	1.90	2.04	1.29	1.58	1.77	1.55
Standard error		0.10	0.14	0.14	0.40	0.31	0.29	0.20	0.17	0.13	0.15	0.23	0.22	0.19	0.09	0.12	0.49	0.15	0.43	0.46	0.09	0.12	0.17

Cannock Chase Poll

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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	1002	460	542	65	140	136	184	185	290	319	179	216	244	293	251	22	162	23	8	304	235	81
Weighted base	1002	495	507	108	155	191	185	156	205	139	267	273	279	251	253	26	183	27	12	242	200	95
Conservative	251	114	137	14	30	53	43	39	72	43	83	51	65	251	-	-	-	-	-	166	11	13
	25%	23%	27%	13%	20%	28%	23%	25%	35%	31%	31%	19%	23%	100%	-	-	-	-	-	68%	5%	14%
Labour	253	125	127	39	32	42	49	40	51	35	61	70	81	-	253	-	-	-	-	13	124	27
	25%	25%	25%	36%	21%	22%	27%	26%	25%	25%	23%	26%	29%	-	100%	-	-	-	-	5%	62%	29%
Liberal Democrat	26	12	14	1	5	11	3	2	4	4	11	6	4	-	-	26	-	-	-	5	2	11
	3%	3%	3%	1%	3%	6%	2%	1%	2%	3%	4%	2%	2%	-	-	100%	-	-	-	2%	1%	11%
The UK Independence Party (UKIP)	183	112	71	27	22	30	37	34	33	21	38	64	50	-	-	-	183	-	-	40	21	18
	18%	23%	14%	25%	14%	16%	20%	22%	16%	15%	14%	24%	18%	-	-	-	100%	-	-	16%	10%	19%
The Green Party	27	16	11	2	6	11	3	3	2	4	7	2	11	-	-	-	-	27	-	1	3	10
	3%	3%	2%	2%	4%	6%	1%	2%	1%	3%	3%	1%	4%	-	-	-	-	100%	-	*	2%	10%
The British National Party (BNP)	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-
	*	*	-	-	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	8%	-	*	-
Some other party	11	9	2	1	3	-	5	2	1	1	3	5	3	-	-	-	-	-	11	1	1	-
	1%	2%	*	1%	2%	-	3%	1%	*	*	1%	2%	1%	-	-	-	-	-	92%	*	1%	-
Would not vote	103	45	58	10	37	29	11	8	7	8	30	34	24	-	-	-	-	-	-	5	2	-
	10%	9%	11%	9%	24%	15%	6%	5%	3%	6%	11%	12%	9%	-	-	-	-	-	-	2%	1%	-
Refused	50	20	30	2	4	6	15	7	16	9	7	13	16	-	-	-	-	-	-	6	7	2
	5%	4%	6%	2%	3%	3%	8%	5%	8%	7%	3%	5%	6%	-	-	-	-	-	-	2%	3%	2%
Don't know	98	41	57	13	15	10	20	20	20	15	27	27	24	-	-	-	-	-	-	7	29	14
	10%	8%	11%	12%	9%	5%	11%	13%	10%	11%	10%	10%	9%	-	-	-	-	-	-	3%	14%	14%

Cannock Chase Poll

CATI Fieldwork : 16th-24th April 2015

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	599	287	312	30	65	75	114	121	193	200	108	122	149	239	199	16	124	16	5	238	166	53
Weighted base	576	297	279	49	72	106	113	101	134	84	159	148	165	199	194	21	135	19	8	192	135	67
Conservative	199	92	107	8	19	42	37	32	61	35	66	40	53	199	-	-	-	-	-	142	8	12
	35%	31%	39%	15%	27%	40%	33%	32%	45%	42%	41%	27%	32%	100%	-	-	-	-	-	74%	6%	18%
Labour	194	95	98	25	24	28	40	33	43	27	47	52	62	-	194	-	-	-	-	11	106	23
	34%	32%	35%	50%	33%	27%	35%	33%	32%	32%	30%	35%	38%	-	100%	-	-	-	-	6%	78%	34%
Liberal Democrat	21	9	12	*	5	10	2	1	3	2	10	5	3	-	-	21	-	-	-	4	1	9
	4%	3%	4%	*	6%	9%	2%	1%	2%	3%	6%	3%	2%	-	-	100%	-	-	-	2%	1%	14%
The UK Independence Party (UKIP)	135	82	53	16	17	19	28	30	25	16	29	46	37	-	-	-	135	-	-	33	16	15
	24%	28%	19%	32%	23%	18%	25%	29%	19%	19%	18%	31%	22%	-	-	-	100%	-	-	17%	12%	22%
The Green Party	19	11	8	1	6	7	2	3	1	3	5	1	8	-	-	-	-	19	-	*	3	9
	3%	4%	3%	2%	8%	6%	2%	3%	1%	3%	3%	1%	5%	-	-	-	-	100%	-	*	2%	13%
The British National Party (BNP)	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-
	*	*	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	11%	-	1%	-
Some other party	7	6	1	*	2	-	3	1	1	*	2	4	1	-	-	-	-	-	7	1	*	-
	1%	2%	*	1%	2%	-	3%	1%	1%	*	1%	3%	1%	-	-	-	-	-	89%	*	*	-

Cannock Chase Poll
CATI Fieldwork : 16th-24th April 2015

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	34%
Labour	35%
Liberal Democrat	4%
UKIP	23%
Green	3%
Other	1%

Cannock Chase Poll

CATI Fieldwork : 16th-24th April 2015

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	1002	460	542	65	140	136	184	185	290	319	179	216	244	293	251	22	162	23	8	304	235	81
Weighted base	1002	495	507	108	155	191	185	156	205	139	267	273	279	251	253	26	183	27	12	242	200	95
Conservative	243	117	126	14	34	50	40	36	70	44	85	53	54	223	1	2	4	-	4	158	11	11
	24%	24%	25%	13%	22%	26%	21%	23%	34%	31%	32%	19%	19%	89%	1%	9%	2%	-	30%	65%	5%	11%
Labour	294	143	151	40	31	52	65	47	58	38	65	84	98	5	236	6	11	4	5	15	139	27
	29%	29%	30%	37%	20%	27%	35%	30%	28%	27%	24%	31%	35%	2%	93%	22%	6%	13%	41%	6%	70%	29%
Liberal Democrat	33	16	17	1	5	9	6	6	7	4	12	8	7	7	5	17	1	-	-	8	3	15
	3%	3%	3%	1%	3%	5%	3%	4%	3%	3%	5%	3%	3%	3%	2%	66%	1%	-	-	3%	1%	16%
The UK Independence Party (UKIP)	169	106	63	28	20	25	31	32	33	19	35	60	48	7	4	-	151	*	1	39	22	17
	17%	21%	13%	26%	13%	13%	17%	20%	16%	14%	13%	22%	17%	3%	2%	-	83%	1%	8%	16%	11%	17%
The Green Party	27	18	9	4	5	7	7	3	1	3	8	2	11	-	4	-	3	19	-	1	3	12
	3%	4%	2%	4%	3%	4%	4%	2%	*	2%	3%	1%	4%	-	2%	-	1%	71%	-	1%	2%	12%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	5	3	2	-	-	2	2	-	1	*	2	2	-	1	-	-	-	-	-	1	2	-
	*	1%	*	-	-	1%	1%	-	*	*	1%	1%	-	1%	-	-	-	-	-	*	1%	-
Would not vote	103	45	58	10	37	29	11	8	7	8	30	34	24	-	-	-	-	-	-	5	2	-
	10%	9%	11%	9%	24%	15%	6%	5%	3%	6%	11%	12%	9%	-	-	-	-	-	-	2%	1%	-
Refused	36	14	22	2	4	3	10	5	12	7	6	8	12	-	-	-	-	-	-	6	3	1
	4%	3%	4%	2%	2%	2%	5%	3%	6%	5%	2%	3%	4%	-	-	-	-	-	-	2%	2%	2%
Don't know	93	34	59	9	20	15	14	19	17	16	25	22	25	8	2	1	13	4	2	10	15	12
	9%	7%	12%	8%	13%	8%	7%	12%	8%	11%	9%	8%	9%	3%	1%	4%	7%	15%	20%	4%	7%	12%

Cannock Chase Poll

CATI Fieldwork : 16th-24th April 2015

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	612	295	318	30	62	79	121	123	196	201	111	127	151	231	198	16	118	14	4	238	176	54
Weighted base	590	305	285	50	69	109	120	104	137	84	163	154	166	193	192	21	129	17	7	190	147	69
Conservative	191	92	98	8	22	40	34	29	57	35	68	40	44	177	1	2	3	-	2	136	8	10
	32%	30%	34%	15%	32%	37%	29%	28%	42%	41%	41%	26%	26%	92%	1%	8%	2%	-	37%	72%	5%	14%
Labour	224	109	115	24	24	37	50	40	47	30	49	64	73	3	182	5	8	3	3	13	117	22
	38%	36%	40%	49%	35%	34%	41%	38%	35%	36%	30%	41%	44%	2%	94%	23%	6%	18%	49%	7%	80%	32%
Liberal Democrat	25	12	14	*	3	8	4	4	6	3	10	6	5	6	3	14	*	-	-	7	1	14
	4%	4%	5%	*	4%	7%	3%	4%	4%	3%	6%	4%	3%	3%	2%	69%	*	-	-	4%	1%	20%
The UK Independence Party (UKIP)	128	78	50	15	15	18	26	28	26	14	29	42	36	6	3	-	116	*	1	33	17	13
	22%	25%	17%	30%	22%	16%	21%	27%	19%	17%	18%	27%	22%	3%	1%	-	90%	2%	14%	17%	12%	18%
The Green Party	19	12	7	3	4	5	5	3	*	2	6	1	8	-	4	-	1	14	-	1	3	11
	3%	4%	3%	6%	6%	4%	4%	3%	*	3%	4%	1%	5%	-	2%	-	1%	80%	-	*	2%	15%
Some other party	4	3	1	-	-	1	2	-	1	*	1	2	-	1	-	-	-	-	-	1	1	-
	1%	1%	*	-	-	1%	2%	-	1%	1%	1%	1%	-	1%	-	-	-	-	-	*	1%	-

Cannock Chase Poll
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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	32%
Labour	38%
Liberal Democrat	5%
UKIP	21%
Green	3%
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	1002	460	542	65	140	136	184	185	290	319	179	216	244	293	251	22	162	23	8	304	235	81
Weighted base	1002	495	507	108	155	191	185	156	205	139	267	273	279	251	253	26	183	27	12	242	200	95
I would not vote Liberal Democrat	668 67%	352 71%	315 62%	71 66%	97 63%	135 71%	113 61%	108 70%	141 69%	83 59%	168 63%	191 70%	199 71%	167 67%	196 78%	-	149 82%	20 72%	8 67%	167 69%	150 75%	44 46%
I would not vote UKIP	554 55%	257 52%	297 58%	50 47%	97 62%	109 57%	99 53%	82 53%	115 56%	86 62%	158 59%	138 51%	154 55%	174 69%	192 76%	22 84%	-	21 78%	10 86%	144 60%	128 64%	62 65%
I would not vote Conservative	493 49%	258 52%	235 46%	55 51%	79 51%	103 54%	87 47%	85 55%	85 42%	54 39%	114 43%	148 54%	160 57%	-	204 81%	13 50%	125 68%	24 87%	6 51%	33 14%	156 78%	54 57%
I would not vote Labour	455 45%	246 50%	209 41%	36 33%	67 43%	105 55%	73 39%	79 51%	95 47%	67 48%	127 48%	128 47%	113 40%	196 78%	-	17 65%	125 69%	19 69%	3 22%	181 75%	22 11%	41 43%
None of these - I would potentially vote for all of them	71 7%	33 7%	39 8%	11 10%	13 8%	10 5%	19 10%	6 4%	12 6%	9 7%	16 6%	16 6%	25 9%	15 6%	9 3%	-	10 6%	-	-	10 4%	8 4%	6 7%
Don't know	17 2%	8 2%	9 2%	5 5%	-	1 *	2 1%	4 3%	5 2%	3 2%	2 1%	2 1%	5 2%	-	1 *	-	1 *	-	-	2 1%	1 1%	-

Cannock Chase Poll

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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	1002	460	542	65	140	136	184	185	290	319	179	216	244	293	251	22	162	23	8	304	235	81
Weighted base	1002	495	507	108	155	191	185	156	205	139	267	273	279	251	253	26	183	27	12	242	200	95
NET: Well	658	350	307	73	96	124	116	106	142	94	187	178	170	215	177	19	102	13	5	200	140	66
	66%	71%	61%	67%	62%	65%	63%	68%	69%	68%	70%	65%	61%	86%	70%	73%	56%	47%	44%	83%	70%	69%
Very well	(4) 70	45	25	11	6	16	8	13	17	11	8	27	23	31	14	-	11	1	2	31	16	1
	7%	9%	5%	10%	4%	8%	4%	8%	8%	8%	3%	10%	8%	12%	6%	-	6%	4%	16%	13%	8%	1%
Quite well	(3) 587	305	282	62	89	108	108	93	125	83	179	151	147	184	163	19	91	12	3	169	124	65
	59%	62%	56%	57%	58%	56%	58%	60%	61%	60%	67%	56%	53%	73%	64%	73%	50%	43%	28%	70%	62%	68%
Quite badly	(2) 225	95	130	26	42	52	37	34	35	32	63	68	59	22	58	7	61	8	4	27	38	22
	22%	19%	26%	24%	27%	27%	20%	22%	17%	23%	24%	25%	21%	9%	23%	27%	33%	29%	34%	11%	19%	24%
Very badly	(1) 61	26	35	2	9	12	19	9	10	6	12	11	26	1	13	-	12	4	3	2	16	3
	6%	5%	7%	2%	6%	6%	10%	6%	5%	5%	5%	4%	9%	*	5%	-	7%	15%	22%	1%	8%	3%
NET: Badly	286	121	166	28	51	63	56	43	45	38	75	79	85	23	71	7	73	12	7	29	54	25
	29%	24%	33%	26%	33%	33%	30%	28%	22%	27%	28%	29%	31%	9%	28%	27%	40%	44%	56%	12%	27%	26%
Don't know	58	24	34	7	8	4	13	7	18	7	5	16	24	13	5	-	8	2	-	13	6	4
	6%	5%	7%	7%	5%	2%	7%	4%	9%	5%	2%	6%	9%	5%	2%	-	4%	9%	-	5%	3%	4%
Mean	2.71	2.78	2.63	2.81	2.63	2.69	2.61	2.73	2.80	2.75	2.70	2.75	2.65	3.03	2.72	2.73	2.58	2.39	2.38	3.00	2.72	2.70
Standard deviation	0.70	0.68	0.70	0.64	0.67	0.72	0.75	0.70	0.67	0.68	0.61	0.70	0.78	0.48	0.65	0.45	0.72	0.82	1.04	0.54	0.73	0.53
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.06	0.05	0.04	0.04	0.05	0.05	0.05	0.03	0.04	0.10	0.06	0.19	0.37	0.03	0.05	0.06

Cannock Chase Poll

CATI Fieldwork : 16th-24th April 2015

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	1002	460	542	65	140	136	184	185	290	319	179	216	244	293	251	22	162	23	8	304	235	81	
Weighted base	1002	495	507	108	155	191	185	156	205	139	267	273	279	251	253	26	183	27	12	242	200	95	
NET: Well	670	353	317	85	109	127	109	97	141	100	183	178	181	215	183	19	97	15	5	200	136	66	
	67%	71%	62%	79%	71%	66%	59%	62%	69%	72%	68%	65%	65%	86%	72%	70%	53%	55%	39%	82%	68%	69%	
Very well	(4)	64	43	20	5	13	14	8	8	16	14	13	17	19	24	25	1	6	4	-	22	21	4
		6%	9%	4%	5%	8%	7%	4%	5%	8%	10%	5%	6%	7%	10%	10%	2%	3%	14%	-	9%	10%	5%
Quite well	(3)	606	310	296	80	97	113	101	89	126	86	170	160	162	191	158	18	91	11	5	178	115	61
		61%	63%	58%	74%	62%	59%	55%	57%	61%	62%	64%	59%	58%	76%	63%	68%	50%	41%	39%	73%	57%	65%
Quite badly	(2)	219	93	126	19	35	38	55	41	32	30	63	73	49	23	47	7	65	7	6	28	47	24
		22%	19%	25%	17%	22%	20%	30%	26%	16%	21%	24%	27%	17%	9%	19%	27%	36%	25%	49%	12%	23%	26%
Very badly	(1)	71	34	37	2	6	20	14	13	17	6	14	12	36	4	15	1	14	5	1	7	10	2
		7%	7%	7%	2%	4%	10%	7%	8%	8%	4%	5%	4%	13%	2%	6%	3%	8%	18%	13%	3%	5%	2%
NET: Badly		290	127	164	20	41	58	69	54	49	35	77	85	84	27	62	8	79	12	7	35	57	26
		29%	26%	32%	19%	27%	30%	37%	34%	24%	25%	29%	31%	30%	11%	25%	30%	43%	43%	61%	14%	28%	28%
Don't know		41	14	27	2	5	6	7	5	15	4	7	10	13	9	7	-	7	1	-	8	7	3
		4%	3%	5%	2%	3%	3%	4%	3%	7%	3%	3%	4%	5%	4%	3%	-	4%	2%	-	3%	4%	3%
Mean		2.69	2.76	2.62	2.84	2.77	2.66	2.58	2.61	2.74	2.80	2.70	2.70	2.62	2.97	2.79	2.70	2.50	2.52	2.26	2.91	2.76	2.75
Standard deviation		0.70	0.71	0.69	0.52	0.66	0.77	0.70	0.72	0.73	0.67	0.65	0.66	0.81	0.51	0.70	0.56	0.69	0.97	0.70	0.57	0.71	0.57
Standard error		0.02	0.03	0.03	0.07	0.06	0.07	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.03	0.05	0.12	0.06	0.21	0.25	0.03	0.05	0.06

Cannock Chase Poll

CATI Fieldwork : 16th-24th April 2015

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	1002	460	542	65	140	136	184	185	290	319	179	216	244	293	251	22	162	23	8	304	235	81
Weighted base	1002	495	507	108	155	191	185	156	205	139	267	273	279	251	253	26	183	27	12	242	200	95
I am satisfied with the job David Cameron is doing overall as Prime Minister	355 35%	198 40%	157 31%	30 28%	56 36%	68 36%	62 33%	56 36%	81 40%	55 40%	103 38%	92 34%	88 31%	190 76%	39 15%	11 42%	35 19%	6 21%	3 22%	157 65%	35 17%	22 23%
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	220 22%	101 20%	119 23%	24 23%	42 27%	46 24%	40 21%	23 15%	44 21%	35 25%	65 24%	67 25%	48 17%	55 22%	19 7%	10 37%	71 39%	8 29%	4 37%	62 25%	25 13%	32 34%
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.	307 31%	134 27%	173 34%	45 41%	39 25%	54 28%	63 34%	46 30%	60 29%	39 28%	70 26%	82 30%	108 39%	5 2%	190 75%	6 22%	52 28%	7 25%	5 41%	17 7%	129 64%	33 35%
Refused	40 4%	25 5%	16 3%	2 2%	3 2%	3 2%	14 8%	13 8%	5 2%	4 3%	13 5%	12 4%	9 3%	- -	1 *	- -	9 5%	- -	- -	1 *	2 1%	* *
Don't know	80 8%	37 7%	43 8%	6 6%	15 10%	20 10%	6 3%	18 11%	15 7%	6 4%	17 6%	20 7%	26 9%	2 1%	4 2%	- -	16 9%	7 24%	- -	6 2%	10 5%	7 7%

Cannock Chase Poll

CATI Fieldwork : 16th-24th April 2015

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	1002	460	542	65	140	136	184	185	290	319	179	216	244	293	251	22	162	23	8	304	235	81
Weighted base	1002	495	507	108	155	191	185	156	205	139	267	273	279	251	253	26	183	27	12	242	200	95
Labour	815	387	427	62	119	158	163	137	176	120	222	210	231	204	228	25	145	25	10	213	186	82
	81%	78%	84%	57%	76%	82%	88%	88%	86%	86%	83%	77%	83%	81%	90%	96%	79%	92%	85%	88%	93%	87%
The Conservatives	677	328	349	45	90	134	126	120	161	105	188	178	178	191	168	22	115	26	8	192	142	69
	68%	66%	69%	41%	58%	70%	68%	77%	79%	75%	71%	65%	64%	76%	67%	85%	63%	95%	66%	79%	71%	73%
The UK Independence Party (UKIP)	491	233	258	33	75	79	96	88	119	68	123	137	147	133	120	14	89	21	6	135	113	49
	49%	47%	51%	31%	48%	41%	52%	56%	58%	49%	46%	50%	53%	53%	47%	52%	48%	75%	51%	56%	56%	52%
The Liberal Democrat	251	117	134	10	40	38	51	44	68	35	55	68	82	64	63	8	34	9	5	64	55	29
	25%	24%	26%	10%	26%	20%	28%	28%	33%	25%	20%	25%	30%	26%	25%	31%	19%	34%	41%	27%	27%	30%
None of them	99	58	41	31	20	12	12	11	13	10	20	31	30	17	20	1	17	1	2	16	8	5
	10%	12%	8%	29%	13%	6%	6%	7%	7%	7%	8%	11%	11%	7%	8%	3%	9%	5%	15%	6%	4%	5%
Don't know	12	-	12	2	2	3	3	*	1	2	2	4	1	*	1	-	2	-	-	1	1	2
	1%	-	2%	2%	1%	2%	1%	*	1%	1%	1%	1%	*	*	*	-	1%	-	-	*	*	2%

Cannock Chase Poll

CATI Fieldwork : 16th-24th April 2015

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	1002	460	542	65	140	136	184	185	290	319	179	216	244	293	251	22	162	23	8	304	235	81
Weighted base	1002	495	507	108	155	191	185	156	205	139	267	273	279	251	253	26	183	27	12	242	200	95
A Labour government	319	146	174	48	55	43	62	52	59	38	72	96	103	3	206	2	52	5	6	16	136	23
	32%	29%	34%	45%	36%	22%	34%	33%	29%	27%	27%	35%	37%	1%	82%	6%	28%	17%	50%	6%	68%	24%
A Conservative government	298	147	151	27	37	48	51	45	88	48	92	76	72	202	5	2	46	*	4	169	16	8
	30%	30%	30%	25%	24%	25%	28%	29%	43%	34%	34%	28%	26%	81%	2%	6%	25%	1%	30%	70%	8%	8%
A coalition between the Conservatives and the Liberal Democrats	135	80	55	7	22	49	19	17	20	20	38	36	36	44	3	17	36	6	2	37	13	37
	13%	16%	11%	7%	14%	25%	10%	11%	10%	14%	14%	13%	13%	18%	1%	64%	19%	21%	20%	15%	6%	39%
A coalition between Labour and the Liberal Democrats	98	50	48	9	11	29	25	14	10	15	37	22	23	-	37	6	20	12	-	6	22	19
	10%	10%	9%	9%	7%	15%	13%	9%	5%	11%	14%	8%	8%	-	15%	24%	11%	46%	-	3%	11%	20%
Don't know	152	72	80	16	31	23	27	28	27	19	28	43	45	2	2	-	29	4	-	15	13	8
	15%	15%	16%	15%	20%	12%	14%	18%	13%	14%	11%	16%	16%	1%	1%	-	16%	15%	-	6%	7%	8%

Cannock Chase Poll
CATI Fieldwork : 16th-24th April 2015

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	460 46%	495 49%
Female	542 54%	507 51%

Cannock Chase Poll
CATI Fieldwork : 16th-24th April 2015

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	1002	1002
Weighted base	1002	1002
18-24	65 6%	108 11%
25-34	140 14%	155 15%
35-44	136 14%	191 19%
45-54	184 18%	185 18%
55-64	185 18%	156 16%
65 or older	290 29%	205 20%
Refused	2 *	2 *

Cannock Chase Poll
CATI Fieldwork : 16th-24th April 2015

Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
A	102 10%	44 4%
B	217 22%	96 10%
C1	179 18%	267 27%
C2	216 22%	273 27%
D	113 11%	149 15%
E	131 13%	130 13%
Refused	44 4%	44 4%

Cannock Chase Poll
CATI Fieldwork : 16th-24th April 2015

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	1002	1002
Weighted base	1002	1002
Conservative	304 30%	242 24%
Labour	235 23%	200 20%
Liberal Democrats	81 8%	95 9%
Another party	32 3%	53 5%
Did not vote	267 27%	337 34%
Refused	43 4%	36 4%
Don't know	40 4%	38 4%