

Morecambe & Lunesdale Poll

CATI Fieldwork : 14th-20th April 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	Other	Con	Lab	LibDem	
Unweighted base	1000	448	552	43	84	122	173	209	362	298	234	139	289	244	240	36	113	21	304	239	73	
Weighted base	1000	480	520	89	129	159	179	169	268	163	269	240	288	204	252	42	119	22	245	226	76	
Certain to vote	(10)	509	264	245	26	40	70	81	106	179	102	134	120	140	151	154	27	65	9	189	153	47
		51%	55%	47%	29%	31%	44%	46%	63%	67%	62%	50%	50%	49%	74%	61%	65%	54%	41%	77%	68%	62%
	(9)	38	21	16	-	10	4	5	9	10	8	9	5	14	8	16	2	5	1	10	12	7
		4%	4%	3%	-	7%	3%	3%	5%	4%	5%	3%	2%	5%	4%	6%	4%	4%	3%	4%	5%	9%
	(8)	91	36	56	10	11	17	21	10	23	12	32	17	26	15	31	2	15	1	18	20	10
		9%	7%	11%	11%	8%	11%	12%	6%	9%	7%	12%	7%	9%	7%	12%	6%	13%	3%	7%	9%	13%
	(7)	41	21	20	8	10	5	6	6	7	10	12	9	6	11	6	-	7	2	10	8	*
		4%	4%	4%	9%	7%	3%	3%	4%	2%	6%	5%	4%	2%	5%	2%	-	6%	11%	4%	4%	1%
	(6)	20	8	12	-	2	3	8	5	2	3	7	4	5	1	4	2	3	-	1	5	1
		2%	2%	2%	-	1%	2%	5%	3%	1%	2%	3%	2%	2%	*	2%	5%	3%	-	*	2%	2%
	(5)	102	43	59	13	19	22	17	8	22	10	25	36	22	10	25	2	16	*	11	19	5
		10%	9%	11%	14%	15%	14%	10%	4%	8%	6%	9%	15%	8%	5%	10%	6%	13%	2%	5%	8%	7%
	(4)	28	11	17	5	3	9	6	5	-	3	8	11	7	3	5	3	3	5	2	2	4
		3%	2%	3%	6%	2%	6%	3%	3%	-	2%	3%	4%	2%	2%	2%	8%	2%	25%	1%	1%	5%
	(3)	23	10	13	9	6	1	3	2	2	5	8	3	7	5	7	3	2	-	1	-	-
		2%	2%	3%	10%	5%	1%	2%	1%	1%	3%	3%	1%	2%	2%	3%	7%	2%	-	*	-	-
	(2)	19	5	14	5	2	9	1	1	2	1	2	10	4	-	5	-	3	4	-	-	-
		2%	1%	3%	6%	2%	5%	*	*	1%	*	1%	4%	1%	-	2%	-	3%	16%	-	-	-
Definitely would not vote	(1)	118	58	61	14	25	19	28	17	16	10	30	23	54	-	-	-	-	-	2	5	1
		12%	12%	12%	15%	19%	12%	16%	10%	6%	6%	11%	10%	19%	-	-	-	-	-	1%	2%	1%
Refused		1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
		*	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know		10	3	6	-	2	-	3	1	5	-	1	2	4	-	-	-	-	-	1	2	-
		1%	1%	1%	-	1%	-	2%	*	2%	-	*	1%	1%	-	-	-	-	-	1%	1%	-
Mean		7.49	7.69	7.31	5.94	6.35	6.98	7.19	8.17	8.61	8.34	7.55	7.33	7.12	9.12	8.60	8.41	8.28	6.70	9.31	8.89	8.81
Standard deviation		3.24	3.21	3.25	3.35	3.46	3.33	3.35	3.01	2.57	2.72	3.14	3.22	3.59	1.77	2.19	2.51	2.31	3.25	1.56	2.05	2.02
Standard error		0.10	0.15	0.14	0.51	0.38	0.30	0.26	0.21	0.14	0.16	0.21	0.27	0.21	0.11	0.14	0.42	0.22	0.71	0.09	0.13	0.24

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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	Other	Con	Lab	LibDem
Unweighted base	1000	448	552	43	84	122	173	209	362	298	234	139	289	244	240	36	113	21	304	239	73
Weighted base	1000	480	520	89	129	159	179	169	268	163	269	240	288	204	252	42	119	22	245	226	76
Conservative	204	89	115	13	15	27	25	37	86	43	56	43	60	204	-	-	-	-	150	8	3
	20%	19%	22%	15%	11%	17%	14%	22%	32%	26%	21%	18%	21%	100%	-	-	-	-	61%	4%	4%
Labour	252	128	124	29	42	37	50	48	45	49	77	54	58	-	252	-	-	-	7	146	19
	25%	27%	24%	33%	32%	24%	28%	28%	17%	30%	29%	22%	20%	-	100%	-	-	-	3%	65%	25%
Liberal Democrat	42	12	30	5	3	8	8	8	10	3	10	14	15	-	-	42	-	-	4	3	26
	4%	3%	6%	5%	3%	5%	4%	5%	4%	2%	4%	6%	5%	-	-	100%	-	-	2%	1%	35%
The UK Independence Party (UKIP)	119	83	36	9	14	20	20	22	33	17	26	37	37	-	-	-	119	-	29	24	6
	12%	17%	7%	10%	11%	12%	11%	13%	12%	11%	10%	15%	13%	-	-	-	100%	-	12%	11%	8%
The Green Party	15	6	9	1	2	5	2	2	2	6	6	1	1	-	-	-	-	15	-	3	3
	1%	1%	2%	1%	2%	3%	1%	1%	1%	3%	2%	1%	*	-	-	-	-	67%	-	1%	4%
The British National Party (BNP)	4	4	-	-	-	2	-	-	1	-	-	4	-	-	-	-	-	4	-	-	-
	*	1%	-	-	-	1%	-	-	*	-	-	1%	-	-	-	-	-	16%	-	-	-
Some other party	4	1	3	-	-	2	1	-	1	-	-	2	2	-	-	-	-	4	3	-	-
	*	*	1%	-	-	1%	1%	-	*	-	-	1%	1%	-	-	-	-	17%	1%	-	-
Would not vote	118	58	61	14	25	19	28	17	16	10	30	23	54	-	-	-	-	-	2	5	1
	12%	12%	12%	15%	19%	12%	16%	10%	6%	6%	11%	10%	19%	-	-	-	-	-	1%	2%	1%
Refused	65	32	33	1	4	7	14	9	29	15	16	7	18	-	-	-	-	-	8	5	2
	6%	7%	6%	1%	3%	4%	8%	5%	11%	9%	6%	3%	6%	-	-	-	-	-	3%	2%	3%
Don't know	178	67	111	17	24	31	31	26	45	21	47	55	43	-	-	-	-	-	41	33	16
	18%	14%	21%	19%	18%	20%	17%	16%	17%	13%	18%	23%	15%	-	-	-	-	-	17%	14%	20%

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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	Other	Con	Lab	LibDem
Unweighted base	485	236	248	15	30	54	74	118	191	165	110	63	135	195	177	25	75	12	201	158	39
Weighted base	452	233	219	32	45	66	74	92	141	88	125	103	127	158	178	28	78	10	161	146	43
Conservative	158	74	84	8	9	20	20	30	71	35	41	32	48	158	-	-	-	-	126	7	3
	35%	32%	39%	23%	21%	30%	27%	33%	50%	39%	33%	32%	38%	100%	-	-	-	-	78%	5%	7%
Labour	178	93	84	14	24	28	37	39	35	37	57	36	41	-	178	-	-	-	6	118	12
	39%	40%	39%	42%	55%	42%	50%	43%	25%	42%	46%	35%	32%	-	100%	-	-	-	4%	81%	28%
Liberal Democrat	28	7	22	4	1	5	4	6	8	2	6	9	10	-	-	28	-	-	4	2	22
	6%	3%	10%	13%	3%	8%	5%	7%	6%	3%	5%	9%	8%	-	-	100%	-	-	2%	1%	50%
The UK Independence Party (UKIP)	78	55	22	6	9	10	12	16	24	10	17	22	27	-	-	-	78	-	24	17	5
	17%	24%	10%	20%	19%	15%	16%	18%	17%	12%	14%	22%	21%	-	-	-	100%	-	15%	12%	12%
The Green Party	7	3	4	1	1	2	2	1	2	4	3	*	*	-	-	-	-	7	-	2	1
	2%	1%	2%	2%	2%	3%	2%	1%	1%	4%	3%	*	*	-	-	-	-	70%	-	1%	3%
The British National Party (BNP)	1	1	-	-	-	*	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	*	-	-	*	-	-	1%	-	-	-	-	-	5%	-	-	-
Some other party	3	1	2	-	-	2	*	-	1	-	-	2	1	-	-	-	-	3	2	-	-
	1%	*	1%	-	-	3%	*	-	1%	-	-	2%	1%	-	-	-	-	25%	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	36%
Labour	39%
Liberal Democrat	7%
UKIP	16%
Other	2%

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Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency 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	Other	Con	Lab	LibDem
Unweighted base	1000	448	552	43	84	122	173	209	362	298	234	139	289	244	240	36	113	21	304	239	73
Weighted base	1000	480	520	89	129	159	179	169	268	163	269	240	288	204	252	42	119	22	245	226	76
Conservative	203 20%	92 19%	112 21%	12 13%	15 11%	27 17%	25 14%	39 23%	86 32%	43 26%	53 20%	46 19%	59 21%	171 84%	6 2%	-	7 6%	-	156 64%	7 3%	3 4%
Labour	262 26%	130 27%	132 25%	26 29%	47 37%	42 26%	50 28%	52 31%	45 17%	46 28%	86 32%	51 21%	65 22%	6 3%	222 88%	1 2%	10 8%	-	7 3%	153 68%	18 24%
Liberal Democrat	50 5%	15 3%	35 7%	10 11%	2 1%	5 3%	9 5%	11 6%	13 5%	6 4%	8 3%	16 7%	18 6%	3 1%	6 2%	33 79%	-	2 9%	4 2%	6 3%	25 32%
The UK Independence Party (UKIP)	99 10%	64 13%	36 7%	10 11%	8 6%	18 11%	13 7%	20 12%	30 11%	13 8%	19 7%	33 14%	32 11%	3 1%	1 *	1 4%	86 72%	1 4%	23 9%	19 8%	4 6%
The Green Party	22 2%	8 2%	14 3%	4 4%	5 4%	7 5%	3 2%	* *	3 1%	6 4%	7 3%	6 2%	3 1%	-	6 2%	2 6%	-	8 36%	-	4 2%	4 6%
The British National Party (BNP)	4 *	4 1%	-	-	-	2 1%	-	1 1%	1 *	-	-	4 1%	1 *	-	-	-	1 1%	4 16%	-	1 *	-
Some other party	10 1%	3 1%	7 1%	-	-	2 1%	2 1%	2 1%	5 2%	2 1%	1 *	5 2%	3 1%	2 1%	* *	1 3%	1 1%	4 20%	4 2%	1 1%	3 4%
Would not vote	118 12%	58 12%	61 12%	14 15%	25 19%	19 12%	28 16%	17 10%	16 6%	10 6%	30 11%	23 10%	54 19%	-	-	-	-	-	2 1%	5 2%	1 1%
Refused	50 5%	27 6%	23 5%	1 1%	4 3%	6 4%	14 8%	5 3%	20 7%	9 5%	15 6%	5 2%	12 4%	1 *	-	-	-	-	5 2%	* *	1 2%
Don't know	180 18%	80 17%	101 19%	14 16%	23 18%	31 19%	35 20%	22 13%	49 18%	28 17%	50 18%	52 22%	41 14%	18 9%	12 5%	2 6%	14 12%	3 15%	44 18%	29 13%	17 22%

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Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

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	Other	Con	Lab	LibDem
Unweighted base	488	229	259	15	30	55	72	122	192	163	109	64	140	183	170	25	66	11	199	162	39
Weighted base	455	226	229	32	45	68	71	97	142	87	123	105	131	148	169	28	68	10	161	149	42
Conservative	161	79	82	8	11	19	20	33	69	35	40	38	48	139	3	-	6	-	133	6	2
	35%	35%	36%	26%	25%	29%	28%	34%	49%	41%	32%	36%	37%	94%	2%	-	9%	-	83%	4%	5%
Labour	183	93	90	13	26	30	37	42	35	35	62	34	45	4	159	1	8	-	6	122	13
	40%	41%	39%	42%	57%	44%	52%	43%	25%	40%	51%	32%	35%	3%	94%	3%	11%	-	3%	82%	31%
Liberal Democrat	29	6	23	5	1	3	4	6	10	3	4	9	12	1	1	23	-	1	3	4	18
	6%	3%	10%	16%	3%	4%	5%	7%	7%	3%	3%	8%	9%	1%	1%	81%	-	12%	2%	3%	43%
The UK Independence Party (UKIP)	62	42	21	5	4	9	8	14	22	8	12	19	22	2	1	1	54	1	17	13	4
	14%	18%	9%	16%	9%	13%	11%	15%	16%	9%	10%	18%	17%	2%	*	5%	78%	8%	11%	9%	9%
The Green Party	13	4	9	*	3	5	2	*	2	5	4	3	1	-	5	2	-	5	-	3	3
	3%	2%	4%	1%	7%	7%	3%	*	1%	6%	4%	2%	1%	-	3%	6%	-	55%	-	2%	8%
The British National Party (BNP)	1	1	-	-	-	*	-	*	1	-	-	1	*	-	-	-	*	1	-	*	-
	*	*	-	-	-	*	-	*	*	-	-	1%	*	-	-	-	1%	6%	-	*	-
Some other party	6	2	4	-	-	2	1	*	3	1	*	3	1	1	*	1	1	2	2	1	1
	1%	1%	2%	-	-	3%	1%	*	2%	2%	*	3%	1%	1%	*	5%	1%	19%	1%	1%	3%

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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	39%
Liberal Democrat	7%
UKIP	13%
Other	4%

Morecambe & Lunesdale 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	Other	Con	Lab	LibDem
Unweighted base	1000	448	552	43	84	122	173	209	362	298	234	139	289	244	240	36	113	21	304	239	73
Weighted base	1000	480	520	89	129	159	179	169	268	163	269	240	288	204	252	42	119	22	245	226	76
I would not vote UKIP	545	253	292	43	70	97	96	94	144	102	163	116	145	132	179	30	-	17	128	147	51
	55%	53%	56%	48%	54%	61%	54%	56%	54%	63%	61%	48%	50%	65%	71%	71%	-	75%	52%	65%	67%
I would not vote Liberal Democrat	537	305	232	45	64	80	94	101	149	80	131	142	167	133	145	-	89	12	160	132	22
	54%	64%	45%	50%	50%	51%	53%	60%	56%	49%	49%	59%	58%	65%	58%	-	75%	53%	65%	58%	29%
I would not vote Conservative	454	236	218	41	60	73	98	88	94	69	113	111	145	-	193	23	75	14	20	164	46
	45%	49%	42%	46%	47%	46%	55%	52%	35%	42%	42%	46%	50%	-	77%	55%	63%	64%	8%	72%	61%
I would not vote Labour	412	207	205	30	44	60	65	76	135	58	105	109	131	147	-	27	76	10	177	19	28
	41%	43%	39%	33%	34%	38%	36%	45%	50%	36%	39%	45%	46%	72%	-	63%	64%	47%	72%	8%	37%
None of these - I would potentially vote for all of them	113	40	73	17	17	23	17	11	27	15	36	23	33	13	18	3	7	3	19	15	4
	11%	8%	14%	19%	13%	14%	9%	7%	10%	9%	13%	9%	12%	7%	7%	7%	6%	15%	8%	6%	5%
Don't know	31	14	17	4	3	4	9	2	9	4	14	7	2	1	2	1	2	-	3	2	-
	3%	3%	3%	4%	2%	2%	5%	1%	3%	2%	5%	3%	1%	1%	1%	2%	2%	-	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	Other	Con	Lab	LibDem	
Unweighted base	1000	448	552	43	84	122	173	209	362	298	234	139	289	244	240	36	113	21	304	239	73	
Weighted base	1000	480	520	89	129	159	179	169	268	163	269	240	288	204	252	42	119	22	245	226	76	
NET: Well	569	302	267	43	62	87	89	101	182	105	163	134	146	170	119	29	61	11	194	114	41	
	57%	63%	51%	48%	48%	55%	50%	60%	68%	65%	61%	56%	51%	84%	47%	68%	52%	48%	79%	50%	54%	
Very well	(4)	49	35	15	-	10	4	11	8	16	9	12	15	13	22	9	5	3	-	25	10	1
		5%	7%	3%	-	8%	2%	6%	5%	6%	6%	4%	6%	4%	11%	4%	12%	2%	-	10%	4%	1%
Quite well	(3)	520	267	253	43	52	84	78	92	165	96	151	119	134	148	110	24	59	11	169	104	40
		52%	56%	49%	48%	40%	53%	44%	55%	62%	59%	56%	50%	46%	73%	43%	57%	49%	48%	69%	46%	53%
Quite badly	(2)	300	118	182	37	49	55	64	47	46	44	82	76	86	27	103	12	43	9	40	82	29
		30%	25%	35%	41%	38%	35%	36%	28%	17%	27%	31%	31%	30%	13%	41%	27%	36%	41%	16%	36%	38%
Very badly	(1)	89	39	50	5	13	13	21	18	20	10	18	17	39	2	23	1	13	2	2	24	4
		9%	8%	10%	5%	10%	8%	12%	10%	7%	6%	7%	7%	13%	1%	9%	2%	11%	9%	1%	10%	5%
NET: Badly		388	157	231	41	62	68	85	64	65	53	101	93	125	29	125	12	57	11	42	105	33
		39%	33%	44%	46%	48%	43%	48%	38%	24%	33%	37%	39%	43%	14%	50%	30%	48%	50%	17%	47%	43%
Don't know		43	21	22	5	5	4	4	4	21	4	5	14	17	5	8	1	1	*	9	7	2
		4%	4%	4%	5%	4%	2%	2%	2%	8%	3%	2%	6%	6%	2%	3%	2%	1%	2%	4%	3%	2%
Mean		2.55	2.65	2.47	2.46	2.47	2.50	2.45	2.55	2.72	2.66	2.59	2.58	2.44	2.95	2.43	2.80	2.43	2.40	2.92	2.46	2.51
Standard deviation		0.73	0.74	0.71	0.60	0.79	0.68	0.78	0.75	0.70	0.68	0.69	0.73	0.79	0.54	0.71	0.68	0.72	0.66	0.55	0.75	0.62
Standard error		0.02	0.04	0.03	0.09	0.09	0.06	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.03	0.05	0.11	0.07	0.15	0.03	0.05	0.07

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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	Other	Con	Lab	LibDem	
Unweighted base	1000	448	552	43	84	122	173	209	362	298	234	139	289	244	240	36	113	21	304	239	73	
Weighted base	1000	480	520	89	129	159	179	169	268	163	269	240	288	204	252	42	119	22	245	226	76	
NET: Well	583	300	284	61	67	89	83	94	188	117	165	137	146	175	124	26	58	9	195	118	40	
	58%	62%	55%	68%	52%	56%	46%	56%	70%	72%	61%	57%	51%	86%	49%	61%	48%	42%	80%	52%	53%	
Very well	(4)	59	38	21	4	7	9	10	8	20	15	16	14	12	21	11	1	5	-	27	7	4
		6%	8%	4%	5%	5%	6%	5%	5%	8%	9%	6%	6%	4%	10%	4%	2%	4%	-	11%	3%	6%
Quite well	(3)	524	262	263	57	60	80	73	86	168	101	149	124	134	154	113	25	53	9	168	110	36
		52%	54%	51%	64%	46%	50%	41%	51%	63%	62%	56%	52%	47%	75%	45%	60%	44%	42%	69%	49%	48%
Quite badly	(2)	281	116	165	20	44	54	65	56	36	34	81	69	82	19	95	15	41	8	32	72	27
		28%	24%	32%	23%	34%	34%	36%	33%	13%	21%	30%	29%	29%	9%	38%	35%	34%	38%	13%	32%	36%
Very badly	(1)	98	47	50	5	17	13	28	14	21	7	16	30	41	4	27	-	16	4	8	28	5
		10%	10%	10%	5%	13%	8%	15%	8%	8%	4%	6%	13%	14%	2%	11%	-	13%	18%	3%	13%	7%
NET: Badly		378	163	215	25	62	67	92	70	57	41	97	99	123	23	123	15	57	12	39	100	33
		38%	34%	41%	28%	48%	42%	52%	42%	21%	25%	36%	41%	43%	11%	49%	35%	48%	55%	16%	44%	43%
Don't know		38	17	21	4	1	2	3	5	23	5	7	4	18	6	6	2	5	*	10	8	3
		4%	4%	4%	4%	1%	1%	2%	3%	9%	3%	2%	2%	6%	3%	2%	4%	4%	2%	4%	4%	4%
Mean	2.57	2.63	2.51	2.71	2.44	2.55	2.37	2.53	2.76	2.79	2.63	2.51	2.43	2.97	2.44	2.65	2.41	2.25	2.91	2.44	2.54	
Standard deviation	0.76	0.78	0.73	0.65	0.79	0.73	0.81	0.72	0.72	0.67	0.69	0.79	0.80	0.54	0.75	0.52	0.78	0.76	0.61	0.76	0.72	
Standard error	0.02	0.04	0.03	0.10	0.09	0.07	0.06	0.05	0.04	0.04	0.05	0.07	0.05	0.03	0.05	0.09	0.07	0.17	0.04	0.05	0.09	

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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	Other	Con	Lab	LibDem
Unweighted base	1000	448	552	43	84	122	173	209	362	298	234	139	289	244	240	36	113	21	304	239	73
Weighted base	1000	480	520	89	129	159	179	169	268	163	269	240	288	204	252	42	119	22	245	226	76
I am satisfied with the job David Cameron is doing overall as Prime Minister	325 33%	148 31%	177 34%	34 38%	35 27%	46 29%	54 30%	51 30%	102 38%	51 31%	84 31%	92 38%	85 29%	132 65%	35 14%	17 40%	22 19%	1 6%	129 53%	45 20%	19 25%
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	248 25%	120 25%	129 25%	14 16%	28 22%	49 31%	40 23%	41 24%	73 27%	41 25%	70 26%	56 23%	72 25%	65 32%	25 10%	13 30%	53 44%	8 34%	95 39%	29 13%	20 26%
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.	299 30%	158 33%	141 27%	33 37%	41 32%	48 30%	59 33%	60 35%	56 21%	50 30%	83 31%	72 30%	88 30%	2 1%	180 71%	12 30%	29 24%	9 43%	11 5%	135 60%	33 43%
Refused	26 3%	14 3%	11 2%	- -	2 1%	2 1%	8 4%	2 1%	11 4%	6 4%	7 3%	3 1%	4 1%	- -	- -	- -	* *	- -	1 *	* *	* 1%
Don't know	102 10%	40 8%	63 12%	8 9%	22 17%	14 9%	18 10%	15 9%	25 9%	16 10%	24 9%	17 7%	39 14%	5 2%	12 5%	- -	15 13%	4 17%	8 3%	16 7%	4 5%

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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	Other	Con	Lab	LibDem
Unweighted base	1000	448	552	43	84	122	173	209	362	298	234	139	289	244	240	36	113	21	304	239	73
Weighted base	1000	480	520	89	129	159	179	169	268	163	269	240	288	204	252	42	119	22	245	226	76
The Conservatives	146 15%	71 15%	75 14%	7 8%	14 10%	20 13%	25 14%	24 14%	53 20%	34 21%	47 18%	29 12%	32 11%	51 25%	33 13%	2 5%	11 9%	2 10%	67 27%	34 15%	9 12%
The UK Independence Party (UKIP)	69 7%	38 8%	30 6%	4 4%	13 10%	18 11%	7 4%	10 6%	16 6%	11 7%	19 7%	24 10%	11 4%	9 4%	20 8%	2 5%	22 18%	2 9%	23 9%	16 7%	7 10%
Labour	51 5%	31 6%	20 4%	11 12%	6 4%	9 6%	7 4%	8 5%	10 4%	9 6%	9 3%	17 7%	15 5%	8 4%	24 9%	3 6%	7 6%	- -	11 4%	19 8%	3 4%
The Liberal Democrat	23 2%	14 3%	10 2%	- -	2 1%	10 6%	2 1%	2 1%	8 3%	4 3%	5 2%	7 3%	6 2%	6 3%	4 2%	4 9%	4 3%	- -	7 3%	5 2%	5 6%
None of them	754 75%	350 73%	404 78%	70 78%	105 81%	115 72%	139 78%	128 76%	193 72%	116 71%	197 73%	176 73%	234 81%	143 70%	187 74%	32 75%	84 71%	18 81%	155 63%	170 75%	55 72%
Don't know	10 1%	5 1%	4 1%	1 1%	2 1%	1 *	1 1%	3 2%	2 1%	2 1%	2 1%	1 1%	2 1%	2 1%	1 *	1 3%	- -	- -	2 1%	- -	1 2%

Morecambe & Lunesdale 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	Other	Con	Lab	LibDem
Unweighted base	1000	448	552	43	84	122	173	209	362	298	234	139	289	244	240	36	113	21	304	239	73
Weighted base	1000	480	520	89	129	159	179	169	268	163	269	240	288	204	252	42	119	22	245	226	76
A Labour government	341	177	165	39	62	52	60	63	64	52	89	85	105	9	209	3	28	6	16	158	21
	34%	37%	32%	44%	48%	33%	34%	37%	24%	32%	33%	35%	36%	5%	83%	7%	23%	28%	6%	70%	28%
A Conservative government	274	135	139	15	21	32	45	47	112	54	66	72	76	165	1	5	33	1	180	13	4
	27%	28%	27%	17%	16%	20%	25%	28%	42%	33%	25%	30%	26%	81%	1%	12%	28%	6%	74%	6%	5%
A coalition between Labour and the Liberal Democrats	112	60	52	14	10	25	21	21	20	20	32	25	30	-	30	14	19	11	3	31	20
	11%	12%	10%	16%	8%	15%	12%	12%	7%	12%	12%	11%	10%	-	12%	34%	16%	49%	1%	14%	26%
A coalition between the Conservatives and the Liberal Democrats	92	31	61	5	13	17	11	20	25	11	34	20	25	28	2	17	16	-	28	4	25
	9%	7%	12%	6%	10%	11%	6%	12%	9%	6%	13%	8%	9%	14%	1%	42%	13%	-	11%	2%	33%
Don't know	180	77	103	16	23	33	42	18	47	26	48	38	52	1	9	2	23	4	18	20	6
	18%	16%	20%	18%	17%	21%	23%	11%	18%	16%	18%	16%	18%	1%	3%	6%	20%	17%	7%	9%	7%

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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	448 45%	480 48%
Female	552 55%	520 52%

Morecambe & Lunesdale 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	43 4%	89 9%
25-34	84 8%	129 13%
35-44	122 12%	159 16%
45-54	173 17%	179 18%
55-64	209 21%	169 17%
65 or older	362 36%	268 27%
Refused	7 1%	7 1%

Morecambe & Lunesdale 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	95 10%	54 5%
B	203 20%	109 11%
C1	234 23%	269 27%
C2	139 14%	240 24%
D	105 11%	124 12%
E	184 18%	164 16%
Refused	40 4%	40 4%

Morecambe & Lunesdale 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	304 30%	245 24%
Labour	239 24%	226 23%
Liberal Democrats	73 7%	76 8%
Another party	28 3%	33 3%
Did not vote	267 27%	339 34%
Refused	60 6%	54 5%
Don't know	29 3%	27 3%