

## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 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	1001	445	556	47	92	126	166	197	371	307	210	151	294	221	255	39	163	32	10	276	253	74	
Weighted base	1001	480	521	90	130	160	180	170	270	164	269	241	289	200	259	40	161	29	11	249	238	80	
Certain to vote	(10)	512	238	274	17	45	70	101	107	172	101	137	118	148	131	146	26	98	13	4	178	167	48
		51%	50%	53%	19%	35%	44%	56%	63%	64%	62%	51%	49%	51%	66%	56%	64%	61%	43%	39%	71%	70%	61%
	(9)	49	23	26	10	4	3	6	12	13	8	18	8	14	11	18	3	5	2	-	8	17	7
		5%	5%	5%	11%	3%	2%	4%	7%	5%	5%	7%	3%	5%	6%	7%	6%	3%	6%	-	3%	7%	9%
	(8)	78	35	43	12	14	8	10	13	20	13	19	18	22	22	24	2	9	5	-	22	13	5
		8%	7%	8%	14%	11%	5%	5%	8%	8%	8%	7%	7%	8%	11%	9%	4%	6%	18%	-	9%	6%	6%
	(7)	43	22	20	3	8	10	10	3	8	7	10	9	15	11	15	2	4	2	1	8	7	10
		4%	5%	4%	4%	6%	6%	5%	2%	3%	5%	4%	4%	5%	6%	6%	5%	3%	8%	10%	3%	3%	12%
	(6)	37	20	17	3	10	4	6	5	9	7	13	7	10	7	14	-	9	-	-	9	6	3
		4%	4%	3%	3%	8%	2%	3%	3%	3%	5%	5%	3%	3%	4%	5%	-	5%	-	-	4%	2%	3%
	(5)	81	29	52	3	14	25	12	8	19	11	26	18	22	11	22	4	21	2	5	13	18	4
		8%	6%	10%	4%	11%	15%	7%	5%	7%	7%	10%	7%	8%	6%	8%	9%	13%	7%	42%	5%	8%	5%
	(4)	17	11	7	7	-	1	5	3	1	2	8	2	4	-	2	1	7	4	-	2	1	*
		2%	2%	1%	8%	-	*	3%	2%	*	1%	3%	1%	1%	-	1%	2%	4%	12%	-	1%	*	*
	(3)	35	20	15	-	11	8	7	4	5	4	6	9	12	6	12	3	4	-	1	4	5	1
		3%	4%	3%	-	8%	5%	4%	3%	2%	2%	2%	4%	4%	3%	5%	6%	3%	-	10%	2%	2%	1%
	(2)	16	9	7	9	2	2	1	-	2	2	4	6	4	-	7	1	3	2	-	-	-	-
		2%	2%	1%	10%	2%	1%	1%	-	1%	1%	1%	2%	2%	-	3%	2%	2%	5%	-	-	-	-
Definitely would not vote	(1)	130	72	57	25	22	30	21	13	19	9	28	47	34	-	-	-	-	-	-	5	5	2
		13%	15%	11%	28%	17%	19%	12%	8%	7%	5%	10%	20%	12%	-	-	-	-	-	-	2%	2%	3%
Don't know		3	1	2	-	-	-	-	1	2	-	-	-	2	-	-	-	-	-	-	1	-	-
		*	*	*	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	-	-	-	*	-	-
Mean		7.46	7.26	7.65	5.42	6.47	6.69	7.67	8.37	8.40	8.35	7.61	6.97	7.54	8.93	8.36	8.49	8.29	7.80	6.93	8.95	8.91	8.72
Standard deviation		3.29	3.43	3.16	3.64	3.41	3.54	3.22	2.79	2.72	2.64	3.13	3.65	3.24	1.80	2.33	2.47	2.44	2.57	2.73	2.05	2.12	2.09
Standard error		0.10	0.16	0.13	0.53	0.36	0.32	0.25	0.20	0.14	0.15	0.22	0.30	0.19	0.12	0.15	0.40	0.19	0.45	0.86	0.12	0.13	0.24

## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 2014

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	1001	445	556	47	92	126	166	197	371	307	210	151	294	221	255	39	163	32	10	276	253	74
Weighted base	1001	480	521	90	130	160	180	170	270	164	269	241	289	200	259	40	161	29	11	249	238	80
Conservative	200	101	99	12	20	22	36	31	77	43	57	43	47	200	-	-	-	-	-	140	11	5
	20%	21%	19%	14%	15%	14%	20%	19%	28%	26%	21%	18%	16%	100%	-	-	-	-	-	56%	5%	6%
Labour	259	117	142	24	42	44	38	56	55	48	69	52	88	-	259	-	-	-	-	12	156	19
	26%	24%	27%	27%	33%	27%	21%	33%	20%	29%	25%	22%	31%	-	100%	-	-	-	-	5%	66%	24%
Liberal Democrat	40	20	20	3	7	8	3	9	11	7	14	10	7	-	-	40	-	-	-	3	3	26
	4%	4%	4%	4%	5%	5%	2%	5%	4%	4%	5%	4%	2%	-	-	100%	-	-	-	1%	1%	32%
The UK Independence Party (UKIP)	161	91	70	13	22	21	30	29	46	22	41	41	54	-	-	-	161	-	-	48	21	15
	16%	19%	13%	14%	17%	13%	17%	17%	17%	13%	15%	17%	19%	-	-	-	100%	-	-	19%	9%	18%
The Green Party	29	12	17	5	2	6	6	5	4	8	14	1	6	-	-	-	-	29	-	3	4	4
	3%	2%	3%	6%	2%	4%	3%	3%	2%	5%	5%	1%	2%	-	-	-	-	100%	-	1%	2%	5%
The British National Party (BNP)	3	3	1	-	3	1	-	-	-	1	-	3	-	-	-	-	-	-	3	-	1	-
	*	1%	*	-	2%	*	-	-	-	*	-	1%	-	-	-	-	-	-	29%	-	*	-
Some other party	8	4	4	3	-	1	1	2	*	1	1	-	3	-	-	-	-	-	8	-	-	1
	1%	1%	1%	3%	-	1%	1%	1%	*	1%	*	-	1%	-	-	-	-	-	71%	-	-	1%
Would not vote	130	72	57	25	22	30	21	13	19	9	28	47	34	-	-	-	-	-	-	5	5	2
	13%	15%	11%	28%	17%	19%	12%	8%	7%	5%	10%	20%	12%	-	-	-	-	-	-	2%	2%	3%
Refused	63	24	38	-	5	9	17	6	25	6	8	23	22	-	-	-	-	-	-	11	6	1
	6%	5%	7%	-	4%	6%	9%	4%	9%	3%	3%	9%	8%	-	-	-	-	-	-	4%	3%	1%
Don't know	109	37	71	4	7	19	27	18	33	20	39	20	27	-	-	-	-	-	-	27	32	8
	11%	8%	14%	5%	6%	12%	15%	11%	12%	12%	14%	8%	10%	-	-	-	-	-	-	11%	13%	10%

## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 2014

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	517	237	280	17	42	51	83	119	204	182	104	67	153	169	179	29	113	22	5	184	169	46
Weighted base	477	230	247	30	54	60	85	101	146	95	132	97	144	149	173	28	105	17	5	158	154	51
Conservative	149	76	73	8	12	15	27	24	63	33	41	34	35	149	-	-	-	-	-	114	9	3
	31%	33%	30%	28%	22%	24%	31%	24%	43%	34%	31%	35%	24%	100%	-	-	-	-	-	72%	6%	7%
Labour	173	80	93	10	24	25	30	43	42	33	51	30	59	-	173	-	-	-	-	7	122	13
	36%	35%	38%	32%	44%	42%	35%	43%	28%	34%	38%	31%	41%	-	100%	-	-	-	-	5%	79%	26%
Liberal Democrat	28	12	16	2	2	6	2	8	8	5	11	6	6	-	-	28	-	-	-	2	2	21
	6%	5%	6%	6%	4%	10%	2%	8%	6%	5%	8%	6%	4%	-	-	100%	-	-	-	2%	1%	41%
The UK Independence Party (UKIP)	105	53	52	6	15	12	21	22	30	17	24	26	37	-	-	-	105	-	-	32	18	10
	22%	23%	21%	18%	27%	19%	25%	21%	20%	18%	18%	27%	26%	-	-	-	100%	-	-	20%	12%	20%
The Green Party	17	6	11	2	1	2	5	4	3	6	6	1	5	-	-	-	-	17	-	2	3	3
	4%	3%	4%	7%	2%	3%	6%	4%	2%	6%	4%	1%	3%	-	-	-	-	100%	-	2%	2%	7%
The British National Party (BNP)	1	*	1	-	*	1	-	-	-	1	-	*	-	-	-	-	-	-	1	-	1	-
	*	*	*	-	1%	1%	-	-	-	1%	-	*	-	-	-	-	-	-	18%	-	*	-
Some other party	4	3	1	3	-	*	*	1	*	1	*	-	2	-	-	-	-	-	4	-	-	*
	1%	1%	1%	9%	-	*	*	1%	*	1%	*	-	2%	-	-	-	-	-	82%	-	-	*

## **Morecambe & Lunesdale Poll**

### **CATI Fieldwork : 7th-11th July 2014**

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	32%
Labour	37%
Liberal Democrat	6%
UKIP	21%
Green	3%
Other	1%

## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 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	1001	445	556	47	92	126	166	197	371	307	210	151	294	221	255	39	163	32	10	276	253	74
Weighted base	1001	480	521	90	130	160	180	170	270	164	269	241	289	200	259	40	161	29	11	249	238	80
Conservative	218 22%	110 23%	108 21%	11 13%	23 18%	30 19%	36 20%	31 19%	85 31%	48 29%	61 23%	51 21%	49 17%	186 93%	1 *	2 4%	13 8%	1 2%	-	158 64%	9 4%	7 9%
Labour	276 28%	134 28%	142 27%	25 28%	40 31%	46 28%	41 23%	64 38%	61 23%	51 31%	74 27%	54 22%	94 33%	5 2%	239 92%	4 11%	2 1%	2 8%	1 10%	12 5%	170 71%	18 22%
Liberal Democrat	41 4%	14 3%	26 5%	3 3%	10 8%	8 5%	2 1%	7 4%	10 4%	9 6%	13 5%	11 5%	6 2%	1 1%	7 3%	28 70%	-	1 3%	1 8%	2 1%	2 1%	25 31%
The UK Independence Party (UKIP)	146 15%	86 18%	60 12%	13 14%	21 16%	13 8%	34 19%	24 14%	41 15%	17 11%	39 14%	38 16%	49 17%	2 1%	4 1%	-	133 83%	-	-	33 13%	21 9%	15 19%
The Green Party	29 3%	11 2%	18 3%	6 7%	2 2%	4 3%	5 3%	6 4%	5 2%	6 4%	14 5%	1 1%	7 2%	1 *	1 *	2 4%	1 *	21 74%	-	3 1%	4 2%	6 7%
The British National Party (BNP)	3 *	3 1%	1 *	- -	3 2%	1 *	- -	- -	- -	1 *	- -	3 1%	- -	- -	- -	- -	- -	- -	3 29%	-	1 *	-
Some other party	13 1%	5 1%	8 1%	2 2%	- -	4 3%	4 2%	2 1%	1 *	1 *	7 3%	- -	4 1%	1 1%	1 *	- -	- -	2 5%	4 37%	1 *	1 *	3 3%
Would not vote	130 13%	72 15%	57 11%	25 28%	22 17%	30 19%	21 12%	13 8%	19 7%	9 5%	28 10%	47 20%	34 12%	- -	- -	- -	- -	- -	- -	5 2%	5 2%	2 3%
Refused	41 4%	14 3%	28 5%	- -	5 4%	4 2%	12 6%	2 1%	19 7%	4 2%	3 1%	19 8%	12 4%	- -	- -	- -	- -	- -	- -	4 2%	5 2%	-
Don't know	105 10%	31 7%	73 14%	4 5%	4 3%	21 13%	26 14%	20 12%	30 11%	18 11%	30 11%	17 7%	33 12%	3 2%	6 2%	4 10%	11 7%	2 7%	2 17%	30 12%	21 9%	5 7%

## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 2014

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	535	248	287	17	43	56	84	120	215	187	110	71	156	164	175	26	105	20	5	189	177	49
Weighted base	496	243	254	30	56	65	87	103	154	98	139	103	146	146	169	25	98	16	5	161	162	55
Conservative	164	83	80	8	15	19	28	23	71	37	44	40	37	140	1	1	9	*	-	128	7	5
	33%	34%	32%	25%	26%	30%	32%	22%	46%	38%	31%	39%	25%	96%	*	6%	9%	*	-	79%	5%	9%
Labour	184	91	93	10	20	27	32	49	46	34	55	32	61	3	161	1	2	2	*	7	131	13
	37%	38%	37%	32%	36%	42%	36%	48%	30%	35%	39%	31%	42%	2%	95%	4%	2%	10%	9%	5%	81%	23%
Liberal Democrat	28	10	19	3	6	6	2	5	7	7	10	7	4	1	4	21	-	1	1	2	1	19
	6%	4%	7%	8%	10%	9%	2%	5%	5%	7%	7%	7%	3%	*	2%	85%	-	6%	17%	1%	*	35%
The UK Independence Party (UKIP)	92	48	45	6	14	7	21	19	26	14	21	23	34	1	2	-	87	-	-	21	17	11
	19%	20%	18%	18%	25%	11%	24%	19%	17%	14%	15%	22%	24%	*	1%	-	88%	-	-	13%	11%	20%
The Green Party	19	6	13	3	1	3	4	5	4	5	8	1	6	1	1	1	13	-	-	2	4	5
	4%	2%	5%	9%	2%	4%	5%	5%	2%	5%	5%	1%	4%	1%	1%	5%	1%	83%	-	1%	2%	8%
The British National Party (BNP)	1	*	1	-	*	1	-	-	-	1	-	*	-	-	-	-	-	-	1	-	1	-
	*	*	*	-	1%	1%	-	-	-	1%	-	*	-	-	-	-	-	-	18%	-	*	-
Some other party	8	4	4	2	-	2	1	1	1	1	3	-	4	1	1	-	-	*	3	1	1	2
	2%	2%	1%	6%	-	4%	1%	1%	1%	1%	2%	-	2%	1%	*	-	-	1%	56%	1%	*	4%

## **Morecambe & Lunesdale Poll**

### **CATI Fieldwork : 7th-11th July 2014**

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	34%
Labour	37%
Liberal Democrat	6%
UKIP	18%
Green	4%
Other	2%

## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 2014

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	1001	445	556	47	92	126	166	197	371	307	210	151	294	221	255	39	163	32	10	276	253	74
Weighted base	1001	480	521	90	130	160	180	170	270	164	269	241	289	200	259	40	161	29	11	249	238	80
I would not vote Liberal Democrat	645	348	297	59	73	96	118	112	185	100	158	161	201	146	176	-	131	13	8	185	169	34
	64%	72%	57%	65%	57%	60%	66%	66%	69%	61%	59%	67%	70%	73%	68%	-	81%	46%	73%	74%	71%	42%
I would not vote UKIP	555	262	293	65	81	82	80	100	143	98	153	131	150	131	198	32	-	24	6	120	158	50
	55%	54%	56%	73%	63%	52%	45%	59%	53%	60%	57%	54%	52%	66%	76%	79%	-	83%	56%	48%	66%	63%
I would not vote Conservative	530	254	276	63	58	89	100	99	119	69	139	132	171	-	213	26	106	19	9	33	186	48
	53%	53%	53%	70%	44%	56%	56%	58%	44%	42%	52%	55%	59%	-	82%	64%	66%	64%	81%	13%	78%	60%
I would not vote Labour	459	239	220	34	51	74	88	69	140	70	124	119	125	152	-	20	122	16	6	187	25	34
	46%	50%	42%	38%	39%	47%	49%	40%	52%	43%	46%	49%	43%	76%	-	50%	76%	54%	57%	75%	11%	42%
None of these - I would potentially vote for all of them	83	34	49	4	15	18	18	11	17	13	23	23	19	10	12	4	5	-	1	18	13	5
	8%	7%	9%	5%	11%	11%	10%	7%	6%	8%	9%	10%	7%	5%	5%	10%	3%	-	10%	7%	6%	6%
Don't know	9	3	6	-	-	-	1	3	5	1	3	2	2	1	-	-	1	-	*	-	2	-
	1%	1%	1%	-	-	-	1%	2%	2%	*	1%	1%	1%	*	-	-	*	-	2%	-	1%	-



## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 2014

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	1001	445	556	47	92	126	166	197	371	307	210	151	294	221	255	39	163	32	10	276	253	74	
Weighted base	1001	480	521	90	130	160	180	170	270	164	269	241	289	200	259	40	161	29	11	249	238	80	
NET: Well	565	301	265	53	66	86	92	90	177	111	158	135	137	167	119	27	90	13	2	189	107	53	
	56%	63%	51%	59%	50%	54%	51%	53%	66%	68%	59%	56%	48%	84%	46%	66%	56%	46%	17%	76%	45%	66%	
Very well	(4)	33	18	15	7	2	5	2	5	11	7	10	4	10	12	3	3	6	-	-	12	5	2
		3%	4%	3%	8%	2%	3%	1%	3%	4%	4%	4%	2%	4%	6%	1%	9%	4%	-	-	5%	2%	3%
Quite well	(3)	532	282	250	46	63	81	90	85	166	104	148	131	127	155	116	23	84	13	2	177	102	50
		53%	59%	48%	52%	49%	51%	50%	61%	64%	55%	55%	44%	78%	45%	58%	52%	46%	17%	71%	43%	63%	
Quite badly	(2)	320	128	192	30	58	56	66	55	54	43	86	79	102	24	116	10	48	12	5	45	107	22
		32%	27%	37%	34%	44%	35%	37%	32%	20%	26%	32%	33%	35%	12%	45%	24%	30%	41%	44%	18%	45%	28%
Very badly	(1)	80	40	41	6	5	15	13	18	23	9	20	15	35	5	19	2	20	1	3	11	21	4
		8%	8%	8%	7%	4%	9%	7%	11%	9%	5%	7%	6%	12%	3%	7%	4%	12%	4%	29%	4%	9%	5%
NET: Badly		400	167	233	37	62	71	79	74	77	52	106	94	136	30	135	11	67	13	8	55	128	26
		40%	35%	45%	41%	48%	44%	44%	43%	28%	32%	39%	39%	47%	15%	52%	28%	42%	45%	73%	22%	54%	33%
Don't know		36	13	23	-	2	2	9	6	16	*	5	12	15	3	5	2	4	2	1	4	4	1
		4%	3%	4%	-	1%	2%	5%	4%	6%	*	2%	5%	5%	1%	2%	6%	2%	9%	10%	2%	2%	1%
Mean		2.54	2.60	2.48	2.60	2.49	2.49	2.48	2.47	2.65	2.67	2.56	2.54	2.41	2.88	2.41	2.75	2.48	2.46	1.87	2.78	2.38	2.65
Standard deviation		0.70	0.70	0.69	0.73	0.60	0.71	0.65	0.73	0.71	0.65	0.69	0.65	0.76	0.53	0.65	0.68	0.76	0.60	0.74	0.60	0.68	0.62
Standard error		0.02	0.03	0.03	0.11	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.04	0.04	0.11	0.06	0.11	0.25	0.04	0.04	0.07

## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 2014

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	1001	445	556	47	92	126	166	197	371	307	210	151	294	221	255	39	163	32	10	276	253	74	
Weighted base	1001	480	521	90	130	160	180	170	270	164	269	241	289	200	259	40	161	29	11	249	238	80	
NET: Well	615	327	288	61	86	89	100	97	180	122	160	163	147	174	143	29	91	14	3	190	117	57	
	61%	68%	55%	68%	66%	55%	56%	57%	67%	75%	60%	68%	51%	87%	55%	72%	57%	48%	26%	76%	49%	72%	
Very well	(4)	39	24	15	6	1	4	9	9	10	10	13	9	7	16	2	-	10	2	-	18	4	1
		4%	5%	3%	6%	1%	2%	5%	5%	4%	6%	5%	4%	2%	8%	1%	-	6%	6%	-	7%	1%	1%
Quite well	(3)	575	303	273	56	85	85	91	89	170	113	148	154	140	159	141	29	81	12	3	172	114	56
		57%	63%	52%	62%	66%	53%	51%	52%	63%	69%	55%	64%	48%	80%	54%	72%	50%	42%	26%	69%	48%	71%
Quite badly	(2)	273	110	163	24	35	51	67	44	52	31	82	58	93	18	84	10	45	10	7	44	90	17
		27%	23%	31%	27%	27%	32%	37%	26%	19%	19%	30%	24%	32%	9%	33%	25%	28%	34%	68%	18%	38%	21%
Very badly	(1)	78	31	47	3	7	20	11	20	18	8	21	15	31	2	27	-	19	4	1	10	25	5
		8%	7%	9%	3%	5%	12%	6%	12%	7%	5%	8%	6%	11%	1%	11%	-	12%	16%	6%	4%	10%	6%
NET: Badly		351	141	210	27	42	71	78	64	69	39	103	74	124	20	112	10	64	14	8	54	115	21
		35%	29%	40%	29%	32%	44%	44%	37%	26%	24%	38%	31%	43%	10%	43%	25%	40%	49%	74%	22%	48%	27%
Don't know		35	12	23	2	1	1	9	21	2	6	4	18	5	4	1	6	1	-	5	6	1	
		3%	3%	4%	2%	1%	*	1%	5%	8%	2%	2%	2%	6%	3%	1%	2%	4%	3%	-	2%	3%	1%
Mean	2.60	2.68	2.52	2.73	2.63	2.46	2.55	2.53	2.69	2.77	2.58	2.66	2.45	2.97	2.46	2.74	2.53	2.39	2.21	2.81	2.42	2.69	
Standard deviation	0.70	0.67	0.71	0.62	0.60	0.74	0.69	0.78	0.66	0.63	0.71	0.66	0.73	0.46	0.69	0.44	0.79	0.84	0.55	0.62	0.70	0.60	
Standard error	0.02	0.03	0.03	0.09	0.06	0.07	0.05	0.06	0.04	0.04	0.05	0.05	0.04	0.03	0.04	0.07	0.06	0.15	0.17	0.04	0.04	0.07	

## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 2014

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	1001	445	556	47	92	126	166	197	371	307	210	151	294	221	255	39	163	32	10	276	253	74
Weighted base	1001	480	521	90	130	160	180	170	270	164	269	241	289	200	259	40	161	29	11	249	238	80
I am satisfied with the job David Cameron is doing overall as Prime Minister	286 29%	142 30%	144 28%	21 24%	42 32%	42 26%	43 24%	40 23%	97 36%	47 29%	73 27%	80 33%	70 24%	136 68%	34 13%	14 34%	25 16%	4 15%	3 29%	136 55%	25 10%	17 21%
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	294 29%	136 28%	158 30%	29 32%	44 34%	44 27%	56 31%	47 28%	75 28%	56 34%	90 33%	66 27%	76 26%	63 31%	32 12%	19 47%	82 51%	10 35%	3 31%	94 38%	37 15%	31 38%
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.	312 31%	149 31%	163 31%	32 36%	41 32%	54 34%	51 28%	64 38%	69 26%	49 30%	85 32%	66 27%	106 37%	1 1%	187 72%	6 14%	34 21%	10 36%	4 38%	13 5%	158 66%	27 33%
Refused	22 2%	12 3%	10 2%	- -	- -	4 2%	8 4%	3 2%	7 3%	3 2%	4 1%	10 4%	4 1%	- -	- -	- -	3 2%	- -	* 2%	1 *	2 1%	1 1%
Don't know	87 9%	41 9%	46 9%	8 9%	3 3%	16 10%	22 12%	16 10%	22 8%	9 6%	18 7%	18 8%	33 11%	- -	6 2%	2 4%	17 11%	4 14%	- -	5 2%	17 7%	5 6%

## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 2014

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	1001	445	556	47	92	126	166	197	371	307	210	151	294	221	255	39	163	32	10	276	253	74
Weighted base	1001	480	521	90	130	160	180	170	270	164	269	241	289	200	259	40	161	29	11	249	238	80
The Conservatives	158 16%	80 17%	78 15%	15 16%	16 12%	22 14%	30 16%	25 15%	51 19%	33 20%	52 19%	36 15%	31 11%	45 23%	29 11%	4 9%	34 21%	4 12%	1 10%	59 24%	36 15%	10 12%
The UK Independence Party (UKIP)	131 13%	77 16%	54 10%	15 16%	25 19%	19 12%	29 16%	18 11%	25 9%	26 16%	40 15%	32 13%	30 10%	32 16%	17 7%	8 21%	26 16%	6 20%	2 20%	41 16%	23 9%	10 12%
Labour	114 11%	59 12%	55 11%	14 15%	12 10%	27 17%	21 11%	20 11%	21 8%	19 12%	40 15%	19 8%	34 12%	23 11%	34 13%	* 1%	15 10%	6 21%	3 25%	28 11%	31 13%	7 8%
The Liberal Democrat	43 4%	21 4%	21 4%	1 1%	7 5%	9 6%	7 4%	8 5%	11 4%	7 4%	15 6%	11 5%	8 3%	7 4%	13 5%	* 1%	6 4%	- -	1 10%	10 4%	11 4%	3 4%
None of them	731 73%	339 70%	392 75%	62 69%	92 71%	117 73%	131 73%	129 76%	199 74%	112 68%	188 70%	183 76%	218 76%	130 65%	203 78%	31 78%	115 71%	19 67%	8 75%	165 66%	178 75%	66 82%
Don't know	13 1%	5 1%	8 1%	2 3%	2 1%	3 2%	1 1%	2 1%	1 *	3 2%	- -	4 2%	4 1%	2 1%	2 1%	- -	* *	1 3%	- -	2 1%	1 1%	* 1%

## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 2014

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	1001	445	556	47	92	126	166	197	371	307	210	151	294	221	255	39	163	32	10	276	253	74
Weighted base	1001	480	521	90	130	160	180	170	270	164	269	241	289	200	259	40	161	29	11	249	238	80
A Labour government	355	173	182	37	59	64	51	71	72	54	89	78	122	1	212	4	42	7	4	13	173	23
	35%	36%	35%	42%	46%	40%	29%	42%	27%	33%	33%	32%	42%	*	82%	10%	26%	25%	38%	5%	72%	29%
A Conservative government	306	153	153	18	31	38	53	47	117	58	87	72	80	176	4	4	53	1	2	179	15	13
	31%	32%	29%	20%	24%	24%	30%	27%	44%	35%	32%	30%	28%	88%	1%	10%	33%	4%	23%	72%	6%	16%
A coalition between the Conservatives and the Liberal Democrats	101	50	51	11	15	17	15	12	30	16	31	23	25	21	1	19	24	6	2	29	8	18
	10%	10%	10%	12%	11%	11%	8%	7%	11%	9%	12%	9%	9%	11%	*	46%	15%	19%	18%	12%	3%	23%
A coalition between Labour and the Liberal Democrats	100	42	59	14	13	21	17	17	18	16	35	29	20	-	38	9	8	12	1	8	28	18
	10%	9%	11%	15%	10%	13%	10%	10%	7%	10%	13%	12%	7%	-	15%	24%	5%	41%	8%	3%	12%	22%
Don't know	139	63	76	10	12	19	43	23	32	20	27	39	41	1	4	4	34	3	1	20	15	7
	14%	13%	15%	11%	9%	12%	24%	13%	12%	12%	10%	16%	14%	1%	2%	10%	21%	11%	12%	8%	6%	9%

**Morecambe & Lunesdale Poll**  
**CATI Fieldwork : 7th-11th July 2014**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	445 44%	480 48%
Female	556 56%	521 52%

**Morecambe & Lunesdale Poll**  
**CATI Fieldwork : 7th-11th July 2014**

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	1001	1001
Weighted base	1001	1001
18-24	47 5%	90 9%
25-34	92 9%	130 13%
35-44	126 13%	160 16%
45-54	166 17%	180 18%
55-64	197 20%	170 17%
65 or older	371 37%	270 27%
Refused	2 *	2 *

**Morecambe & Lunesdale Poll**  
CATI Fieldwork : 7th-11th July 2014

Absolutes/col percents

Table 16

**SEG****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	71 7%	35 4%
B	236 24%	128 13%
C1	210 21%	269 27%
C2	151 15%	241 24%
D	106 11%	126 13%
E	188 19%	163 16%
Refused	39 4%	39 4%



## Morecambe & Lunesdale Poll

### CATI Fieldwork : 7th-11th July 2014

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	1001	1001
Weighted base	1001	1001
Conservative	276 28%	249 25%
Labour	253 25%	238 24%
Liberal Democrats	74 7%	80 8%
Another party	53 5%	38 4%
Did not vote	268 27%	327 33%
Refused	39 4%	38 4%
Don't know	38 4%	31 3%