

Pendle Poll

CATI Fieldwork : 8th-14th December 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	458	542	60	133	129	163	213	302	332	208	147	266	249	249	37	136	25	13	300	231	87	
Weighted base	1000	492	508	114	174	170	170	163	208	142	237	239	334	202	250	46	144	27	15	239	197	114	
Certain to vote	(10)	538	283	255	31	71	101	86	100	149	86	137	132	167	150	150	26	85	12	8	189	144	71
		54%	58%	50%	27%	41%	59%	51%	61%	72%	61%	58%	55%	50%	74%	60%	56%	59%	44%	52%	79%	73%	63%
	(9)	48	23	25	7	6	7	11	9	8	6	13	8	19	10	16	4	5	3	-	11	9	5
		5%	5%	5%	6%	3%	4%	7%	6%	4%	4%	6%	3%	6%	5%	7%	8%	4%	11%	-	5%	5%	5%
	(8)	97	49	48	15	13	16	22	17	14	18	24	23	29	18	27	5	22	3	2	18	21	8
		10%	10%	9%	13%	8%	9%	13%	10%	7%	12%	10%	9%	9%	9%	11%	10%	15%	12%	15%	7%	11%	7%
	(7)	46	20	26	12	11	11	2	6	3	6	11	13	13	5	20	6	4	1	-	4	6	11
		5%	4%	5%	11%	6%	6%	1%	4%	2%	4%	5%	5%	4%	3%	8%	12%	3%	4%	-	2%	3%	9%
	(6)	24	6	18	3	7	1	4	4	5	4	5	7	5	3	3	1	5	1	-	3	1	6
		2%	1%	4%	2%	4%	1%	2%	2%	3%	3%	2%	3%	1%	2%	1%	3%	3%	3%	-	1%	*	5%
	(5)	77	27	50	9	20	15	12	12	9	8	21	9	29	5	19	3	15	4	-	6	6	9
		8%	5%	10%	8%	11%	9%	7%	7%	5%	5%	9%	4%	9%	3%	8%	7%	10%	13%	-	3%	3%	8%
	(4)	19	10	10	6	7	-	5	2	-	1	2	10	4	4	6	2	3	-	-	2	1	-
		2%	2%	2%	5%	4%	-	3%	1%	-	1%	1%	4%	1%	2%	2%	4%	2%	-	-	1%	1%	-
	(3)	26	12	14	10	8	-	5	1	2	3	7	6	10	5	9	-	3	2	2	4	*	3
		3%	2%	3%	9%	4%	-	3%	1%	1%	2%	3%	2%	3%	3%	4%	-	2%	7%	12%	2%	*	3%
	(2)	12	6	6	7	3	1	-	-	1	2	1	7	1	1	-	-	2	1	3	1	1	-
		1%	1%	1%	6%	2%	*	-	-	1%	2%	1%	3%	*	*	-	-	2%	5%	20%	*	1%	-
Definitely would not vote	(1)	111	55	55	14	29	18	22	12	15	8	16	26	55	-	-	-	-	-	-	1	6	-
		11%	11%	11%	13%	17%	11%	13%	7%	7%	6%	7%	11%	16%	-	-	-	-	-	-	*	3%	-
Refused		*	*	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		2	-	2	-	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	*	*	-	*	-	*	-	-	-	-	-	-	-	-	-
Mean		7.75	7.91	7.59	6.35	6.70	8.10	7.65	8.37	8.70	8.36	8.18	7.70	7.34	9.17	8.65	8.64	8.52	7.84	7.22	9.34	9.09	8.74
Standard deviation		3.13	3.13	3.12	3.28	3.44	2.97	3.20	2.69	2.62	2.64	2.76	3.21	3.43	1.75	2.04	1.87	2.17	2.66	3.55	1.63	1.99	1.93
Standard error		0.10	0.15	0.13	0.42	0.30	0.26	0.25	0.19	0.15	0.15	0.19	0.26	0.21	0.11	0.13	0.31	0.19	0.53	0.99	0.09	0.13	0.21

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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	458	542	60	133	129	163	213	302	332	208	147	266	249	249	37	136	25	13	300	231	87
Weighted base	1000	492	508	114	174	170	170	163	208	142	237	239	334	202	250	46	144	27	15	239	197	114
Conservative	202 20%	85 17%	117 23%	13 11%	28 16%	27 16%	42 24%	37 23%	54 26%	45 32%	50 21%	55 23%	45 13%	202 100%	-	-	-	-	-	138 58%	9 4%	11 10%
Labour	250 25%	141 29%	109 22%	52 45%	40 23%	43 25%	39 23%	28 17%	50 24%	38 27%	65 27%	57 24%	82 24%	-	250 100%	-	-	-	-	12 5%	136 69%	32 29%
Liberal Democrat	46 5%	20 4%	26 5%	2 2%	16 9%	7 4%	5 3%	9 5%	8 4%	5 4%	13 5%	6 3%	20 6%	-	-	46 100%	-	-	-	4 2%	2 1%	29 26%
The UK Independence Party (UKIP)	144 14%	82 17%	62 12%	4 3%	17 10%	35 21%	19 11%	35 22%	34 16%	12 9%	37 15%	38 16%	54 16%	-	-	-	144 100%	-	-	41 17%	22 11%	8 7%
The Green Party	27 3%	16 3%	11 2%	4 3%	12 7%	4 2%	3 2%	2 1%	3 1%	6 4%	10 4%	2 1%	8 2%	-	-	-	-	27 100%	-	-	2 1%	7 6%
The British National Party (BNP)	2 *	1 *	1 *	- -	- -	1 1%	- -	- -	1 1%	* *	1 *	- -	1 *	-	-	-	-	-	2 15%	-	2 1%	-
Some other party	13 1%	7 2%	5 1%	3 3%	2 1%	- -	3 2%	3 2%	1 *	1 1%	4 1%	6 3%	1 *	-	-	-	-	-	13 85%	1 *	1 *	2 1%
Would not vote	111 11%	55 11%	55 11%	14 13%	29 17%	18 11%	22 13%	12 7%	15 7%	8 6%	16 7%	26 11%	55 16%	-	-	-	-	-	-	1 *	6 3%	-
Refused	61 6%	34 7%	26 5%	3 2%	3 2%	13 8%	13 8%	15 9%	14 7%	10 7%	13 6%	9 4%	22 6%	-	-	-	-	-	-	12 5%	7 3%	6 5%
Don't know	144 14%	50 10%	94 19%	20 18%	27 16%	21 12%	26 15%	22 13%	28 14%	16 11%	29 12%	40 17%	48 14%	-	-	-	-	-	-	30 13%	12 6%	19 16%

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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	529	259	270	24	56	69	80	119	181	193	120	76	126	201	182	28	95	15	9	210	164	51
Weighted base	492	258	234	42	72	88	81	88	122	80	128	118	152	158	177	32	99	16	9	161	140	67
Conservative	158	68	91	5	21	23	32	30	47	35	38	41	38	158	-	-	-	-	-	117	6	9
	32%	26%	39%	12%	29%	26%	40%	35%	38%	44%	30%	35%	25%	100%	-	-	-	-	-	73%	5%	14%
Labour	177	105	72	30	30	31	27	22	38	28	47	42	55	-	177	-	-	-	-	7	111	22
	36%	41%	31%	72%	42%	35%	33%	25%	31%	34%	37%	36%	36%	-	100%	-	-	-	-	4%	79%	33%
Liberal Democrat	32	12	20	2	9	4	3	7	7	5	8	6	13	-	-	32	-	-	-	2	2	23
	6%	5%	8%	4%	13%	5%	4%	8%	5%	6%	6%	5%	9%	-	-	100%	-	-	-	2%	1%	34%
The UK Independence Party (UKIP)	99	60	40	3	5	26	14	24	27	8	26	25	39	-	-	-	99	-	-	33	17	7
	20%	23%	17%	7%	8%	29%	18%	28%	22%	11%	20%	22%	26%	-	-	-	100%	-	-	21%	12%	10%
The Green Party	16	11	6	2	6	3	2	1	2	3	7	1	5	-	-	-	-	16	-	-	1	4
	3%	4%	2%	6%	8%	4%	2%	1%	2%	4%	5%	1%	3%	-	-	-	-	100%	-	-	1%	7%
The British National Party (BNP)	1	1	1	-	-	1	-	-	1	*	1	-	1	-	-	-	-	-	1	-	1	-
	*	*	*	-	-	1%	-	-	1%	*	1%	-	*	-	-	-	-	-	17%	-	1%	-
Some other party	7	2	5	*	1	-	3	3	1	1	2	3	1	-	-	-	-	-	7	1	1	1
	1%	1%	2%	*	1%	-	3%	3%	1%	1%	1%	2%	1%	-	-	-	-	-	83%	*	1%	2%

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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	34%
Labour	36%
Liberal Democrat	7%
UKIP	19%
Green	3%
Other	2%

Pendle Poll

CATI Fieldwork : 8th-14th December 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	458	542	60	133	129	163	213	302	332	208	147	266	249	249	37	136	25	13	300	231	87
Weighted base	1000	492	508	114	174	170	170	163	208	142	237	239	334	202	250	46	144	27	15	239	197	114
Conservative	249	104	145	19	31	34	50	44	71	51	61	65	64	179	15	*	17	*	3	149	16	16
	25%	21%	29%	17%	18%	20%	30%	27%	34%	36%	26%	27%	19%	89%	6%	1%	12%	1%	20%	62%	8%	14%
Labour	248	143	105	54	39	45	29	30	50	36	66	56	80	3	211	4	7	3	2	15	132	31
	25%	29%	21%	47%	23%	26%	17%	18%	24%	25%	28%	23%	24%	1%	84%	9%	5%	11%	12%	6%	67%	27%
Liberal Democrat	83	29	53	8	21	13	13	16	13	11	22	15	32	10	13	38	3	5	3	10	6	41
	8%	6%	11%	7%	12%	8%	7%	10%	6%	8%	9%	6%	9%	5%	5%	84%	2%	20%	21%	4%	3%	36%
The UK Independence Party (UKIP)	134	79	54	6	16	32	17	33	30	9	30	45	48	5	4	-	112	2	2	33	18	9
	13%	16%	11%	5%	9%	19%	10%	20%	14%	6%	13%	19%	14%	2%	2%	-	77%	7%	11%	14%	9%	8%
The Green Party	14	10	4	-	7	3	1	2	1	3	4	-	5	-	*	-	1	13	-	-	2	4
	1%	2%	1%	-	4%	2%	*	1%	1%	2%	2%	-	2%	-	*	-	1%	46%	-	-	1%	3%
The British National Party (BNP)	2	2	*	-	-	-	2	-	*	*	-	-	2	-	2	-	-	-	*	-	-	-
	*	*	*	-	-	-	1%	-	*	*	-	-	1%	-	1%	-	-	-	2%	-	-	-
Some other party	8	6	2	-	4	1	1	2	-	2	3	-	2	-	-	2	-	-	5	-	-	3
	1%	1%	*	-	2%	1%	1%	1%	-	1%	1%	-	1%	-	-	4%	-	-	33%	-	-	2%
Would not vote	111	55	55	14	29	18	22	12	15	8	16	26	55	-	-	-	-	-	-	1	6	-
	11%	11%	11%	13%	17%	11%	13%	7%	7%	6%	7%	11%	16%	-	-	-	-	-	-	*	3%	-
Refused	38	23	15	-	1	9	12	9	7	9	7	5	13	-	-	-	-	-	-	4	3	4
	4%	5%	3%	-	1%	5%	7%	6%	3%	6%	3%	2%	4%	-	-	-	-	-	-	1%	2%	3%
Don't know	114	40	74	13	27	15	22	15	22	13	28	28	35	6	4	1	6	4	-	27	13	7
	11%	8%	15%	11%	15%	9%	13%	9%	11%	9%	12%	12%	10%	3%	2%	2%	4%	15%	-	11%	7%	6%

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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

	Gender		Age						SEG				Voting Intention						2010 Vote			
	Total	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	561	269	292	25	57	73	83	129	194	203	123	84	136	197	178	27	90	13	9	220	167	58
Weighted base	525	272	253	46	72	95	84	95	133	83	133	131	162	155	174	31	96	15	9	171	141	74
Conservative	187	81	106	7	23	26	39	33	59	39	45	48	48	140	12	*	12	*	*	125	12	13
	36%	30%	42%	14%	32%	27%	46%	35%	44%	47%	33%	37%	29%	91%	7%	1%	12%	2%	*	73%	8%	17%
Labour	173	102	70	30	28	31	21	24	39	26	47	41	53	2	150	2	5	2	2	10	107	19
	33%	38%	28%	66%	38%	33%	25%	25%	30%	32%	35%	31%	33%	2%	86%	6%	5%	14%	19%	6%	76%	25%
Liberal Democrat	59	20	38	6	12	9	7	13	11	9	16	12	21	9	8	29	1	4	3	9	5	30
	11%	7%	15%	12%	17%	10%	8%	14%	8%	11%	12%	9%	13%	6%	4%	93%	1%	26%	30%	5%	4%	41%
The UK Independence Party (UKIP)	92	58	35	4	5	26	13	22	22	6	22	30	35	3	3	-	77	1	2	27	16	7
	18%	21%	14%	8%	7%	27%	16%	23%	17%	7%	16%	23%	21%	2%	2%	-	81%	8%	18%	16%	11%	9%
The Green Party	9	6	2	-	4	2	1	1	1	2	3	-	3	-	*	-	1	7	-	-	2	4
	2%	2%	1%	-	5%	2%	1%	1%	1%	2%	2%	-	2%	-	*	-	1%	50%	-	-	1%	5%
The British National Party (BNP)	2	2	*	-	-	-	2	-	*	*	-	-	2	-	2	-	-	-	*	-	-	-
	*	1%	*	-	-	-	2%	-	*	*	-	-	1%	-	1%	-	-	-	*	-	-	-
Some other party	4	2	1	-	1	1	1	1	-	2	1	-	*	-	-	*	-	-	3	-	-	2
	1%	1%	1%	-	1%	1%	1%	2%	-	2%	1%	-	*	-	-	*	-	-	33%	-	-	3%

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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	36%
Labour	33%
Liberal Democrat	11%
UKIP	17%
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	458	542	60	133	129	163	213	302	332	208	147	266	249	249	37	136	25	13	300	231	87
Weighted base	1000	492	508	114	174	170	170	163	208	142	237	239	334	202	250	46	144	27	15	239	197	114
I would not vote Liberal Democrat	629 63%	335 68%	294 58%	72 63%	105 60%	110 65%	106 62%	93 57%	142 68%	88 62%	142 60%	160 67%	218 65%	127 63%	172 69%	-	124 86%	17 64%	10 65%	166 70%	142 72%	45 40%
I would not vote UKIP	543 54%	259 53%	284 56%	74 65%	104 59%	87 51%	81 48%	79 48%	119 57%	95 67%	131 55%	124 52%	172 51%	131 65%	189 75%	36 80%	-	23 83%	5 33%	126 53%	128 65%	77 68%
I would not vote Conservative	479 48%	264 54%	214 42%	58 51%	86 49%	93 55%	76 45%	77 47%	89 43%	56 39%	105 44%	110 46%	187 56%	-	191 76%	31 68%	92 64%	22 82%	10 64%	42 17%	150 76%	68 60%
I would not vote Labour	436 44%	209 43%	227 45%	34 29%	59 34%	77 45%	76 45%	82 50%	109 52%	60 43%	97 41%	115 48%	149 44%	158 78%	-	22 48%	115 80%	16 60%	7 46%	170 71%	25 13%	38 33%
None of these - I would potentially vote for all of them	105 11%	38 8%	67 13%	15 13%	20 12%	16 10%	22 13%	20 13%	11 5%	11 8%	17 7%	29 12%	34 10%	15 8%	10 4%	6 12%	6 4%	1 2%	2 14%	13 6%	11 6%	10 9%
Don't know	15 2%	11 2%	4 1%	2 2%	4 2%	1 1%	2 1%	2 1%	4 2%	3 2%	3 1%	-	8 2%	-	-	-	-	-	-	-	1 *	1 1%

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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	458	542	60	133	129	163	213	302	332	208	147	266	249	249	37	136	25	13	300	231	87	
Weighted base	1000	492	508	114	174	170	170	163	208	142	237	239	334	202	250	46	144	27	15	239	197	114	
NET: Well	515	272	243	68	94	68	87	90	106	84	106	135	168	151	122	28	67	12	9	165	83	55	
	51%	55%	48%	59%	54%	40%	51%	55%	51%	59%	45%	57%	50%	75%	49%	61%	46%	43%	59%	69%	42%	49%	
Very well	(4)	34	18	16	7	6	2	4	6	10	5	5	5	15	6	12	4	-	2	-	8	6	5
		3%	4%	3%	6%	3%	1%	2%	3%	5%	4%	2%	2%	4%	3%	5%	8%	-	7%	-	4%	3%	4%
Quite well	(3)	481	254	227	61	89	67	83	85	97	78	101	130	153	144	111	24	67	10	9	156	77	50
		48%	52%	45%	54%	51%	39%	49%	52%	46%	55%	43%	54%	46%	71%	44%	53%	46%	36%	59%	66%	39%	44%
Quite badly	(2)	353	166	187	32	59	76	61	57	69	47	102	80	110	42	102	14	63	14	2	58	79	52
		35%	34%	37%	28%	34%	45%	36%	35%	33%	33%	43%	33%	33%	21%	41%	31%	43%	52%	13%	24%	40%	46%
Very badly	(1)	101	40	61	10	15	25	16	13	22	7	27	19	43	5	22	4	12	1	4	10	28	5
		10%	8%	12%	9%	9%	15%	9%	8%	10%	5%	12%	8%	13%	2%	9%	8%	8%	3%	28%	4%	14%	4%
NET: Badly		454	205	249	42	74	100	77	70	90	54	129	99	153	46	124	18	75	15	6	68	107	57
		45%	42%	49%	37%	43%	59%	45%	43%	43%	38%	55%	41%	46%	23%	49%	39%	52%	55%	41%	29%	54%	50%
Don't know		32	15	17	4	6	1	6	3	12	5	2	5	14	5	4	-	3	*	-	6	7	1
		3%	3%	3%	4%	3%	1%	4%	2%	6%	3%	1%	2%	4%	2%	2%	-	2%	2%	-	2%	3%	1%
Mean		2.46	2.52	2.40	2.58	2.50	2.27	2.46	2.52	2.48	2.60	2.35	2.52	2.44	2.77	2.46	2.60	2.39	2.48	2.31	2.70	2.32	2.49
Standard deviation		0.73	0.70	0.74	0.74	0.71	0.72	0.70	0.70	0.76	0.65	0.71	0.68	0.78	0.54	0.72	0.75	0.64	0.69	0.91	0.61	0.76	0.65
Standard error		0.02	0.03	0.03	0.10	0.06	0.06	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.03	0.05	0.12	0.06	0.14	0.25	0.04	0.05	0.07

Pendle Poll

CATI Fieldwork : 8th-14th December 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	1000	458	542	60	133	129	163	213	302	332	208	147	266	249	249	37	136	25	13	300	231	87	
Weighted base	1000	492	508	114	174	170	170	163	208	142	237	239	334	202	250	46	144	27	15	239	197	114	
NET: Well	574	307	267	77	99	87	89	98	124	99	123	161	169	153	128	35	78	10	9	174	91	64	
	57%	62%	53%	68%	57%	51%	52%	60%	60%	70%	52%	67%	51%	76%	51%	77%	54%	36%	61%	73%	46%	56%	
Very well	(4)	55	30	24	8	9	6	5	5	22	12	10	14	15	16	15	-	4	3	-	17	12	4
		5%	6%	5%	7%	5%	3%	3%	3%	11%	8%	4%	6%	5%	8%	6%	-	3%	11%	-	7%	6%	3%
Quite well	(3)	520	277	243	69	90	81	84	93	102	87	113	147	154	137	112	35	74	7	9	158	79	60
		52%	56%	48%	61%	52%	48%	49%	57%	49%	61%	47%	61%	46%	68%	45%	77%	51%	25%	61%	66%	40%	53%
Quite badly	(2)	283	126	156	24	57	60	58	40	43	34	84	49	100	34	84	5	50	14	4	45	64	39
		28%	26%	31%	21%	33%	36%	34%	25%	21%	24%	35%	21%	30%	17%	33%	12%	34%	51%	26%	19%	33%	34%
Very badly	(1)	102	43	59	7	13	22	15	18	27	5	22	20	50	10	32	4	11	-	2	15	33	10
		10%	9%	12%	6%	7%	13%	9%	11%	13%	4%	9%	8%	15%	5%	13%	9%	8%	-	13%	6%	17%	8%
NET: Badly		384	169	215	31	69	82	73	58	70	39	106	70	150	44	115	10	61	14	6	60	97	48
		38%	34%	42%	27%	40%	48%	43%	36%	34%	28%	45%	29%	45%	22%	46%	21%	42%	51%	39%	25%	49%	43%
Don't know		41	15	26	6	6	1	8	7	13	4	9	8	15	5	7	1	5	4	-	5	9	2
		4%	3%	5%	6%	3%	1%	5%	4%	6%	3%	4%	3%	5%	2%	3%	2%	4%	13%	-	2%	4%	1%
Mean		2.55	2.62	2.48	2.72	2.56	2.42	2.49	2.54	2.61	2.76	2.49	2.67	2.42	2.80	2.46	2.69	2.51	2.54	2.48	2.75	2.37	2.52
Standard deviation		0.76	0.74	0.77	0.70	0.71	0.76	0.71	0.74	0.87	0.66	0.73	0.72	0.81	0.65	0.80	0.64	0.69	0.72	0.74	0.68	0.85	0.70
Standard error		0.02	0.04	0.03	0.09	0.06	0.07	0.06	0.05	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.11	0.06	0.15	0.21	0.04	0.06	0.08

Pendle Poll

CATI Fieldwork : 8th-14th December 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	1000	458	542	60	133	129	163	213	302	332	208	147	266	249	249	37	136	25	13	300	231	87
Weighted base	1000	492	508	114	174	170	170	163	208	142	237	239	334	202	250	46	144	27	15	239	197	114
I am satisfied with the job David Cameron is doing overall as Prime Minister	307 31%	152 31%	156 31%	41 36%	56 32%	33 19%	51 30%	53 33%	73 35%	43 30%	77 32%	77 32%	95 28%	139 69%	45 18%	13 29%	30 21%	5 18%	1 9%	135 57%	30 15%	27 24%
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	300 30%	136 28%	164 32%	36 31%	47 27%	65 38%	59 35%	40 25%	53 25%	51 36%	74 31%	74 31%	87 26%	56 28%	46 19%	19 42%	64 44%	12 44%	8 52%	77 32%	39 20%	34 30%
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.	263 26%	146 30%	117 23%	33 29%	53 30%	47 28%	38 22%	44 27%	48 23%	37 26%	65 28%	59 25%	98 29%	4 2%	153 61%	12 26%	35 24%	8 31%	3 18%	16 7%	110 56%	46 40%
Refused	35 3%	16 3%	18 4%	- -	1 1%	6 4%	9 5%	11 7%	8 4%	3 2%	5 2%	8 3%	12 4%	- -	- -	1 3%	4 2%	- -	1 5%	3 1%	2 1%	3 3%
Don't know	94 9%	42 8%	53 10%	5 4%	17 9%	19 11%	13 8%	15 9%	27 13%	9 6%	17 7%	21 9%	42 13%	3 1%	7 3%	- -	13 9%	2 7%	3 17%	8 3%	16 8%	4 3%

Pendle Poll

CATI Fieldwork : 8th-14th December 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	1000	458	542	60	133	129	163	213	302	332	208	147	266	249	249	37	136	25	13	300	231	87
Weighted base	1000	492	508	114	174	170	170	163	208	142	237	239	334	202	250	46	144	27	15	239	197	114
The Conservatives	377	192	185	14	50	66	67	82	98	73	98	77	113	113	88	19	48	8	2	133	73	56
	38%	39%	36%	13%	28%	39%	39%	50%	47%	51%	41%	32%	34%	56%	35%	41%	33%	30%	11%	56%	37%	50%
Labour	191	109	82	18	32	29	40	37	35	27	51	44	58	33	69	9	15	5	4	41	57	30
	19%	22%	16%	16%	18%	17%	24%	23%	17%	19%	22%	18%	17%	16%	27%	19%	11%	20%	26%	17%	29%	26%
The UK Independence Party (UKIP)	66	41	25	9	8	12	14	13	9	9	16	7	28	10	15	3	15	6	-	12	14	12
	7%	8%	5%	8%	5%	7%	8%	8%	4%	6%	7%	3%	8%	5%	6%	6%	10%	22%	-	5%	7%	10%
The Liberal Democrat	63	30	33	8	9	14	9	12	12	8	16	6	25	6	9	7	11	5	1	12	11	12
	6%	6%	7%	7%	5%	8%	5%	7%	6%	5%	7%	3%	7%	3%	4%	16%	7%	18%	5%	5%	6%	10%
None of them	515	252	263	84	109	87	78	62	96	61	107	133	194	79	123	25	82	15	10	92	90	48
	51%	51%	52%	73%	63%	51%	46%	38%	46%	43%	45%	56%	58%	39%	49%	55%	56%	55%	67%	39%	46%	42%
Don't know	15	5	10	-	2	4	5	3	1	2	3	7	1	-	1	-	2	-	-	2	1	-
	1%	1%	2%	-	1%	2%	3%	2%	1%	1%	1%	3%	*	-	*	-	1%	-	-	1%	*	-

Pendle Poll

CATI Fieldwork : 8th-14th December 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	1000	458	542	60	133	129	163	213	302	332	208	147	266	249	249	37	136	25	13	300	231	87
Weighted base	1000	492	508	114	174	170	170	163	208	142	237	239	334	202	250	46	144	27	15	239	197	114
A Labour government	349	193	156	55	73	62	51	45	62	39	76	81	139	5	205	6	37	9	8	22	148	37
	35%	39%	31%	48%	42%	36%	30%	28%	30%	28%	32%	34%	42%	2%	82%	14%	26%	33%	52%	9%	75%	33%
A Conservative government	270	129	141	20	31	38	50	47	85	50	68	75	68	164	8	1	46	1	1	165	9	13
	27%	26%	28%	17%	18%	22%	29%	29%	41%	35%	29%	31%	20%	81%	3%	3%	32%	2%	7%	69%	5%	11%
A coalition between Labour and the Liberal Democrats	112	53	59	16	22	19	17	21	16	16	34	27	33	5	33	24	14	8	1	9	22	39
	11%	11%	12%	14%	12%	11%	10%	13%	8%	11%	14%	11%	10%	2%	13%	53%	9%	28%	8%	4%	11%	34%
A coalition between the Conservatives and the Liberal Democrats	76	36	39	5	15	15	18	13	9	15	24	10	23	26	2	11	13	3	3	23	2	16
	8%	7%	8%	4%	9%	9%	11%	8%	5%	10%	10%	4%	7%	13%	1%	24%	9%	13%	20%	10%	1%	14%
Don't know	193	80	113	18	34	36	34	36	35	23	35	46	71	2	3	3	35	7	2	18	15	9
	19%	16%	22%	16%	19%	21%	20%	22%	17%	16%	15%	19%	21%	1%	1%	6%	24%	24%	13%	8%	8%	8%

Pendle Poll
CATI Fieldwork : 8th-14th December 2014

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	458 46%	492 49%
Female	542 54%	508 51%

Pendle Poll
CATI Fieldwork : 8th-14th December 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	1000	1000
Weighted base	1000	1000
18-24	60 6%	114 11%
25-34	133 13%	174 17%
35-44	129 13%	170 17%
45-54	163 16%	170 17%
55-64	213 21%	163 16%
65 or older	302 30%	208 21%

Pendle Poll
CATI Fieldwork : 8th-14th December 2014

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	88 9%	34 3%
B	244 24%	108 11%
C1	208 21%	237 24%
C2	147 15%	239 24%
D	114 11%	168 17%
E	152 15%	167 17%
Refused	47 5%	47 5%

Pendle Poll
CATI Fieldwork : 8th-14th December 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	1000	1000
Weighted base	1000	1000
Conservative	300 30%	239 24%
Labour	231 23%	197 20%
Liberal Democrats	87 9%	114 11%
Another party	38 4%	58 6%
Did not vote	240 24%	295 29%
Refused	50 5%	40 4%
Don't know	54 5%	58 6%