

Morecambe & Lunesdale Poll

CATI Fieldwork : 1st-4th 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	1000	449	551	40	86	121	181	204	367	352	206	156	242	320	282	39	102	39	9	323	249	92	
Weighted base	1000	480	520	90	130	160	180	170	270	162	268	239	287	281	310	36	103	40	11	274	252	88	
Certain to vote	(10)	650	309	342	30	63	104	120	128	206	118	181	141	184	213	237	22	73	26	3	218	212	63
		65%	64%	66%	33%	48%	65%	67%	75%	76%	73%	68%	59%	64%	76%	77%	60%	72%	66%	30%	80%	84%	72%
	(9)	43	22	21	-	5	7	12	7	12	11	17	4	10	16	14	2	3	2	-	14	12	7
		4%	5%	4%	-	4%	4%	6%	4%	5%	6%	6%	1%	4%	6%	4%	4%	3%	4%	-	5%	5%	7%
	(8)	59	25	34	10	9	11	12	7	10	8	13	25	12	9	27	5	8	5	-	10	8	7
		6%	5%	6%	11%	7%	7%	7%	4%	4%	5%	5%	10%	4%	3%	9%	14%	7%	13%	-	4%	3%	7%
	(7)	47	26	21	17	7	3	8	5	6	3	9	13	17	17	14	1	6	-	1	12	4	2
		5%	5%	4%	19%	6%	2%	5%	3%	2%	2%	3%	5%	6%	6%	4%	2%	6%	-	8%	4%	1%	2%
	(6)	17	10	7	3	3	4	4	2	2	1	4	7	5	3	1	-	1	4	-	3	3	2
		2%	2%	1%	4%	2%	2%	2%	1%	1%	1%	1%	3%	2%	1%	*	-	1%	9%	-	1%	1%	2%
	(5)	53	18	34	1	13	10	10	7	12	7	16	15	12	12	9	7	7	-	-	10	4	4
		5%	4%	7%	1%	10%	6%	6%	4%	5%	4%	6%	6%	4%	4%	3%	18%	7%	-	-	4%	1%	5%
	(4)	6	2	4	-	4	-	1	1	-	-	2	2	2	-	2	-	1	-	-	-	-	1
		1%	*	1%	-	3%	-	1%	1%	-	-	1%	1%	1%	-	1%	-	1%	-	-	-	-	1%
	(3)	27	11	16	12	5	3	3	3	1	5	5	4	12	6	4	-	1	3	5	1	4	-
		3%	2%	3%	14%	4%	2%	2%	2%	*	3%	2%	1%	4%	2%	1%	-	1%	8%	42%	*	2%	-
	(2)	13	6	7	3	6	2	*	1	1	*	2	8	2	5	2	1	1	-	2	-	-	-
		1%	1%	1%	4%	5%	1%	*	1%	*	*	1%	4%	1%	2%	1%	2%	1%	-	20%	-	-	-
Definitely would not vote	(1)	82	47	35	14	13	17	10	8	19	9	18	21	30	-	-	-	-	-	5	5	2	
		8%	10%	7%	15%	10%	10%	5%	5%	7%	6%	7%	9%	10%	-	-	-	-	-	2%	2%	3%	
Refused		2	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	
		*	*	-	-	2%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	
Don't know		1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	
		*	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	
Mean		8.30	8.24	8.35	6.40	7.29	8.20	8.64	8.87	8.87	8.79	8.55	7.96	8.11	9.15	9.32	8.54	9.00	8.80	5.20	9.31	9.43	9.06
Standard deviation		2.90	3.00	2.81	3.41	3.30	3.05	2.50	2.44	2.56	2.53	2.70	3.04	3.10	1.85	1.53	2.17	1.89	2.11	3.52	1.74	1.74	1.98
Standard error		0.09	0.14	0.12	0.54	0.36	0.28	0.19	0.17	0.13	0.13	0.19	0.24	0.20	0.10	0.09	0.35	0.19	0.34	1.17	0.10	0.11	0.21

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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	1000	449	551	40	86	121	181	204	367	352	206	156	242	320	282	39	102	39	9	323	249	92
Weighted base	1000	480	520	90	130	160	180	170	270	162	268	239	287	281	310	36	103	40	11	274	252	88
Conservative	281 28%	126 26%	155 30%	18 20%	23 18%	38 24%	48 27%	47 28%	107 40%	52 32%	83 31%	61 26%	74 26%	281 100%	-	-	-	-	-	198 72%	11 4%	11 13%
Labour	310 31%	150 31%	159 31%	33 36%	53 41%	51 32%	58 32%	48 28%	67 25%	53 32%	84 31%	86 36%	79 28%	-	310 100%	-	-	-	-	10 4%	183 73%	30 34%
Liberal Democrat	36 4%	17 4%	19 4%	7 8%	5 4%	5 3%	6 3%	6 3%	8 3%	10 6%	10 4%	10 4%	4 1%	-	-	36 100%	-	-	-	4 2%	-	18 21%
The UK Independence Party (UKIP)	103 10%	55 12%	47 9%	3 4%	8 6%	19 12%	26 15%	23 14%	23 9%	11 7%	14 5%	27 11%	43 15%	-	-	-	103 100%	-	-	25 9%	20 8%	5 6%
The Green Party	40 4%	23 5%	17 3%	5 6%	10 7%	7 4%	6 3%	7 4%	6 2%	8 5%	15 5%	5 2%	12 4%	-	-	-	-	40 100%	-	4 1%	9 4%	8 9%
The British National Party (BNP)	2 *	2 *	-	-	2 2%	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	2 20%	-	-	-
Some other party	9 1%	3 1%	6 1%	3 3%	2 1%	-	1 *	2 1%	2 1%	* *	4 2%	-	3 1%	-	-	-	-	-	9 80%	1 *	-	-
Would not vote	82 8%	47 10%	35 7%	14 15%	13 10%	17 10%	10 5%	8 5%	19 7%	9 6%	18 7%	21 9%	30 10%	-	-	-	-	-	-	5 2%	5 2%	2 3%
Refused	41 4%	16 3%	25 5%	-	4 3%	4 2%	8 4%	11 7%	15 5%	6 4%	13 5%	6 3%	10 4%	-	-	-	-	-	-	6 2%	4 2%	* *
Don't know	96 10%	40 8%	57 11%	6 7%	9 7%	19 12%	18 10%	18 11%	24 9%	14 8%	27 10%	20 8%	30 10%	-	-	-	-	-	-	21 8%	19 8%	13 14%

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Absolutes/col percents

Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	635	292	343	17	48	71	119	136	242	239	132	96	147	260	233	28	77	31	5	243	190	63
Weighted base	604	291	313	39	69	93	115	110	177	108	167	139	170	220	249	25	77	29	3	203	193	59
Conservative	220	101	119	7	16	29	38	39	90	42	68	45	58	220	-	-	-	-	-	168	9	10
	36%	35%	38%	19%	23%	31%	33%	35%	51%	39%	41%	32%	34%	100%	-	-	-	-	-	83%	4%	17%
Labour	249	119	130	24	37	40	48	43	57	43	68	65	67	-	249	-	-	-	-	7	160	25
	41%	41%	42%	60%	53%	43%	41%	39%	32%	40%	40%	47%	39%	-	100%	-	-	-	-	3%	83%	43%
Liberal Democrat	25	12	13	5	3	2	5	5	6	7	8	5	3	-	-	25	-	-	-	3	-	15
	4%	4%	4%	13%	4%	2%	4%	4%	3%	7%	5%	4%	2%	-	-	100%	-	-	-	2%	-	25%
The UK Independence Party (UKIP)	77	44	34	1	6	16	19	17	18	8	9	21	34	-	-	-	77	-	-	22	16	4
	13%	15%	11%	3%	9%	17%	16%	16%	10%	8%	6%	15%	20%	-	-	-	100%	-	-	11%	9%	6%
The Green Party	29	15	14	2	7	6	5	5	5	7	12	3	7	-	-	-	-	29	-	3	8	5
	5%	5%	5%	5%	10%	6%	4%	4%	3%	7%	7%	2%	4%	-	-	-	-	100%	-	2%	4%	9%
The British National Party (BNP)	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-
	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-
Some other party	3	*	3	*	*	-	1	1	1	*	2	-	1	-	-	-	-	-	3	*	-	-
	1%	*	1%	*	*	-	1%	1%	1%	*	1%	-	1%	-	-	-	-	-	99%	*	-	-

Morecambe & Lunesdale Poll

CATI Fieldwork : 1st-4th 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	37%
Labour	41%
Liberal Democrat	4%
UKIP	12%
Green	5%

Other *

Morecambe & Lunesdale Poll

CATI Fieldwork : 1st-4th 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	1000	449	551	40	86	121	181	204	367	352	206	156	242	320	282	39	102	39	9	323	249	92
Weighted base	1000	480	520	90	130	160	180	170	270	162	268	239	287	281	310	36	103	40	11	274	252	88
Conservative	274 27%	131 27%	143 27%	18 20%	22 17%	40 25%	48 26%	48 28%	100 37%	50 31%	81 30%	56 24%	74 26%	249 89%	6 2%	2 6%	5 5%	1 3%	-	195 71%	10 4%	12 14%
Labour	314 31%	144 30%	169 33%	33 36%	48 37%	48 30%	59 33%	52 31%	75 28%	51 32%	90 34%	77 32%	88 31%	5 2%	284 92%	1 2%	4 4%	4 11%	1 6%	15 6%	179 71%	30 35%
Liberal Democrat	42 4%	22 5%	20 4%	10 11%	7 5%	5 3%	5 3%	6 4%	10 4%	8 5%	8 3%	17 7%	7 2%	2 1%	4 1%	32 87%	-	-	-	4 1%	4 1%	17 19%
The UK Independence Party (UKIP)	96 10%	51 11%	45 9%	3 4%	7 6%	18 11%	25 14%	22 13%	20 7%	12 7%	11 4%	27 11%	39 14%	3 1%	1 *	-	87 85%	-	-	23 8%	22 9%	5 6%
The Green Party	38 4%	22 5%	16 3%	3 3%	9 7%	6 4%	6 3%	6 4%	7 3%	9 5%	17 6%	7 3%	6 2%	2 1%	3 1%	2 4%	-	32 80%	-	5 2%	9 3%	8 9%
The British National Party (BNP)	2 *	2 *	-	-	2 2%	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	2 20%	-	-	-
Some other party	11 1%	3 1%	8 2%	5 5%	2 1%	-	1 *	2 1%	2 1%	* *	4 2%	-	6 2%	1 *	-	-	-	2 5%	7 66%	2 1%	-	1 1%
Would not vote	82 8%	47 10%	35 7%	14 15%	13 10%	17 10%	10 5%	8 5%	19 7%	9 6%	18 7%	21 9%	30 10%	-	-	-	-	-	-	5 2%	5 2%	2 3%
Refused	34 3%	14 3%	20 4%	-	4 3%	4 2%	5 3%	11 7%	9 4%	3 2%	10 4%	5 2%	9 3%	-	-	-	-	-	1 7%	2 1%	3 1%	* *
Don't know	107 11%	43 9%	64 12%	5 5%	16 12%	23 14%	21 12%	14 8%	28 10%	20 12%	29 11%	27 11%	28 10%	19 7%	13 4%	* 1%	7 6%	1 2%	-	22 8%	20 8%	13 14%

Morecambe & Lunesdale Poll

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Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	632	291	341	16	46	71	118	139	242	236	134	94	147	250	224	28	72	30	4	243	188	64	
Weighted base	601	290	311	39	67	93	113	112	177	106	169	135	170	209	242	25	72	29	3	203	191	59	
Conservative	218	107	111	7	15	34	38	39	85	42	68	43	58	199	5	2	4	*	-	165	8	10	
		36%	37%	36%	18%	22%	37%	34%	34%	48%	40%	40%	32%	34%	95%	2%	8%	6%	1%	-	81%	4%	18%
Labour	250	114	136	24	35	37	48	45	61	41	73	58	71	4	230	*	3	4	1	9	155	26	
		42%	39%	44%	61%	52%	40%	42%	40%	35%	39%	43%	43%	42%	2%	95%	2%	4%	12%	21%	5%	81%	44%
Liberal Democrat	28	14	14	5	4	2	4	6	7	5	7	9	6	2	3	21	-	-	-	3	3	13	
		5%	5%	5%	13%	6%	2%	4%	5%	4%	5%	4%	7%	3%	1%	1%	86%	-	-	-	2%	2%	23%
The UK Independence Party (UKIP)	72	39	32	1	6	14	18	16	16	9	7	20	31	2	1	-	65	-	-	20	17	4	
		12%	14%	10%	3%	9%	16%	15%	14%	9%	4%	15%	18%	1%	*	-	90%	-	-	10%	9%	6%	
The Green Party	28	15	13	*	7	5	5	5	6	8	13	5	2	2	2	1	-	23	-	5	8	5	
		5%	5%	4%	*	10%	6%	4%	4%	7%	8%	4%	1%	1%	1%	5%	-	80%	-	2%	4%	8%	
The British National Party (BNP)	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	
		*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-	
Some other party	5	*	5	2	*	-	1	1	1	*	2	-	3	1	-	-	2	2	1	-	1		
		1%	*	2%	5%	*	-	1%	1%	1%	*	1%	-	2%	*	-	-	6%	78%	1%	-	1%	

Morecambe & Lunesdale Poll

CATI Fieldwork : 1st-4th April 2015

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	36%
Labour	42%
Liberal Democrat	5%
UKIP	12%
Green	5%
Other	1%

Morecambe & Lunesdale Poll

CATI Fieldwork : 1st-4th April 2015

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	449	551	40	86	121	181	204	367	352	206	156	242	320	282	39	102	39	9	323	249	92
Weighted base	1000	480	520	90	130	160	180	170	270	162	268	239	287	281	310	36	103	40	11	274	252	88
I would not vote UKIP	665	324	340	75	97	99	107	108	178	123	186	157	178	207	258	33	-	39	10	179	183	67
	66%	68%	65%	83%	75%	62%	59%	64%	66%	76%	70%	66%	62%	74%	83%	90%	-	97%	92%	65%	72%	76%
I would not vote Liberal Democrat	662	323	340	50	87	100	120	116	190	99	175	162	207	198	233	-	89	26	5	198	196	33
	66%	67%	65%	55%	67%	63%	67%	68%	70%	61%	65%	68%	72%	71%	75%	-	87%	65%	45%	72%	78%	38%
I would not vote Conservative	486	239	247	51	77	75	96	77	109	75	126	122	146	-	258	21	72	29	8	29	204	53
	49%	50%	47%	57%	59%	47%	53%	45%	40%	46%	47%	51%	51%	-	83%	57%	70%	74%	71%	11%	81%	60%
I would not vote Labour	432	215	217	24	50	54	82	73	148	70	111	98	134	233	-	14	79	14	7	215	27	22
	43%	45%	42%	26%	39%	34%	46%	43%	55%	43%	42%	41%	47%	83%	-	39%	77%	35%	65%	79%	11%	25%
None of these - I would potentially vote for all of them	65	30	35	6	6	10	12	12	19	6	20	13	18	10	8	2	4	*	1	9	11	8
	7%	6%	7%	7%	5%	6%	7%	7%	7%	4%	8%	6%	6%	4%	2%	5%	4%	1%	8%	3%	4%	9%
Don't know	14	5	9	-	2	6	2	1	3	2	3	3	3	-	-	-	-	-	-	-	*	-
	1%	1%	2%	-	2%	4%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	-	-	*	-

Morecambe & Lunesdale 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	1000	449	551	40	86	121	181	204	367	352	206	156	242	320	282	39	102	39	9	323	249	92	
Weighted base	1000	480	520	90	130	160	180	170	270	162	268	239	287	281	310	36	103	40	11	274	252	88	
NET: Well	648	331	316	61	74	91	116	116	189	117	176	151	179	246	183	26	59	22	5	225	149	59	
	65%	69%	61%	68%	57%	57%	64%	68%	70%	72%	66%	63%	62%	87%	59%	72%	57%	56%	47%	82%	59%	68%	
Very well	(4)	65	33	32	6	5	7	10	10	27	8	19	8	29	42	13	1	3	-	-	34	14	1
		6%	7%	6%	6%	4%	4%	6%	6%	10%	5%	7%	3%	10%	15%	4%	3%	3%	-	-	12%	5%	1%
Quite well	(3)	583	298	284	55	69	85	105	106	162	109	158	143	149	204	170	25	56	22	5	192	136	58
		58%	62%	55%	62%	53%	53%	59%	63%	60%	67%	59%	60%	52%	73%	55%	69%	55%	56%	47%	70%	54%	66%
Quite badly	(2)	254	106	148	24	44	51	45	39	50	32	68	67	79	23	102	8	32	15	4	30	77	23
		25%	22%	29%	26%	34%	32%	25%	23%	19%	20%	25%	28%	28%	8%	33%	21%	31%	37%	33%	11%	31%	26%
Very badly	(1)	56	28	28	4	10	11	10	8	14	4	14	15	18	2	19	2	10	2	2	7	18	3
		6%	6%	5%	5%	7%	7%	6%	5%	5%	2%	5%	6%	6%	1%	6%	5%	10%	5%	20%	3%	7%	4%
NET: Badly		310	134	176	28	54	62	55	47	64	36	82	82	97	25	121	9	42	17	6	37	95	26
		31%	28%	34%	31%	42%	39%	31%	28%	24%	22%	31%	34%	34%	9%	39%	25%	41%	41%	53%	13%	38%	30%
Don't know		43	15	28	1	2	6	9	6	17	9	9	6	11	10	6	1	2	1	-	12	7	2
		4%	3%	5%	1%	2%	4%	5%	4%	6%	6%	3%	2%	4%	4%	2%	3%	2%	3%	-	4%	3%	3%
Mean		2.69	2.72	2.65	2.71	2.54	2.57	2.68	2.72	2.80	2.79	2.70	2.62	2.69	3.05	2.58	2.72	2.50	2.52	2.26	2.96	2.59	2.67
Standard deviation		0.68	0.68	0.69	0.66	0.70	0.69	0.68	0.65	0.69	0.57	0.68	0.66	0.75	0.52	0.68	0.60	0.72	0.60	0.81	0.59	0.71	0.58
Standard error		0.02	0.03	0.03	0.11	0.08	0.06	0.05	0.05	0.04	0.03	0.05	0.05	0.05	0.03	0.04	0.10	0.07	0.10	0.27	0.03	0.05	0.06

Morecambe & Lunesdale Poll

CATI Fieldwork : 1st-4th 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	1000	449	551	40	86	121	181	204	367	352	206	156	242	320	282	39	102	39	9	323	249	92	
Weighted base	1000	480	520	90	130	160	180	170	270	162	268	239	287	281	310	36	103	40	11	274	252	88	
NET: Well	684	342	342	73	79	101	118	111	203	124	187	167	183	254	201	28	51	25	5	231	164	61	
	68%	71%	66%	81%	61%	63%	65%	65%	75%	76%	70%	70%	64%	90%	65%	77%	50%	63%	47%	84%	65%	70%	
Very well	(4)	55	33	22	6	3	8	5	12	21	10	12	8	24	31	9	-	4	1	-	31	9	*
		5%	7%	4%	7%	3%	5%	3%	7%	8%	6%	5%	3%	8%	11%	3%	-	4%	2%	-	11%	3%	*
Quite well	(3)	629	309	320	67	76	93	113	100	182	114	174	159	159	222	193	28	47	24	5	200	155	61
		63%	64%	62%	74%	58%	58%	63%	59%	67%	70%	65%	66%	55%	79%	62%	77%	46%	61%	47%	73%	62%	70%
Quite badly	(2)	217	97	120	16	38	45	43	39	35	27	57	53	72	20	79	6	36	12	6	30	62	17
		22%	20%	23%	18%	29%	28%	24%	23%	13%	16%	21%	22%	25%	7%	25%	16%	35%	31%	53%	11%	24%	19%
Very badly	(1)	51	22	28	-	9	6	12	11	12	4	18	12	13	2	20	2	11	2	-	4	16	6
		5%	5%	5%	-	7%	4%	7%	7%	4%	2%	7%	5%	5%	1%	6%	5%	10%	5%	-	1%	6%	7%
NET: Badly		268	119	148	16	47	52	55	50	47	30	75	66	86	22	98	8	46	14	6	34	78	23
		27%	25%	29%	18%	36%	32%	31%	30%	17%	19%	28%	28%	30%	8%	32%	21%	45%	35%	53%	12%	31%	26%
Don't know		48	18	30	1	4	8	7	8	20	9	7	7	18	5	10	1	5	1	-	9	10	3
		5%	4%	6%	1%	3%	5%	4%	5%	7%	5%	2%	3%	6%	2%	3%	3%	5%	2%	-	3%	4%	4%
Mean		2.72	2.77	2.68	2.89	2.58	2.67	2.64	2.69	2.85	2.84	2.69	2.70	2.72	3.03	2.64	2.74	2.46	2.61	2.47	2.97	2.65	2.65
Standard deviation		0.65	0.65	0.65	0.49	0.66	0.64	0.65	0.71	0.63	0.55	0.67	0.62	0.69	0.46	0.65	0.55	0.75	0.62	0.52	0.54	0.66	0.62
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.03	0.03	0.05	0.05	0.05	0.03	0.04	0.09	0.08	0.10	0.17	0.03	0.04	0.07

Morecambe & Lunesdale Poll

CATI Fieldwork : 1st-4th 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	1000	449	551	40	86	121	181	204	367	352	206	156	242	320	282	39	102	39	9	323	249	92
Weighted base	1000	480	520	90	130	160	180	170	270	162	268	239	287	281	310	36	103	40	11	274	252	88
I am satisfied with the job David Cameron is doing overall as Prime Minister	345 35%	172 36%	174 33%	18 20%	35 27%	49 30%	67 37%	61 36%	116 43%	58 36%	107 40%	74 31%	96 33%	215 77%	32 10%	13 36%	25 24%	3 8%	1 8%	190 70%	31 12%	22 26%
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	202 20%	93 19%	109 21%	29 32%	23 18%	26 17%	32 18%	38 22%	53 20%	36 22%	52 20%	48 20%	55 19%	66 23%	13 4%	14 39%	49 48%	10 25%	7 60%	69 25%	26 10%	14 16%
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.	342 34%	164 34%	178 34%	36 40%	56 43%	62 39%	60 33%	55 32%	73 27%	55 34%	84 31%	99 41%	94 33%	- -	252 81%	5 14%	14 14%	21 52%	2 19%	10 4%	178 71%	43 49%
Refused	44 4%	21 4%	23 4%	4 5%	8 6%	7 4%	6 3%	8 5%	11 4%	6 3%	10 4%	4 2%	16 6%	- -	5 2%	1 2%	2 2%	2 6%	1 7%	1 1%	5 2%	3 3%
Don't know	67 7%	29 6%	37 7%	4 4%	8 6%	16 10%	14 8%	8 5%	17 6%	8 5%	14 5%	14 6%	25 9%	- -	7 2%	3 8%	13 12%	4 10%	1 6%	3 1%	11 4%	6 7%

Morecambe & Lunesdale Poll

CATI Fieldwork : 1st-4th 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	1000	449	551	40	86	121	181	204	367	352	206	156	242	320	282	39	102	39	9	323	249	92
Weighted base	1000	480	520	90	130	160	180	170	270	162	268	239	287	281	310	36	103	40	11	274	252	88
Labour	756	364	393	38	96	126	141	134	221	128	220	174	204	205	241	29	83	35	7	221	206	73
	76%	76%	75%	42%	74%	79%	78%	79%	82%	79%	82%	73%	71%	73%	78%	79%	81%	87%	64%	81%	82%	84%
The Conservatives	665	323	342	25	72	99	127	133	208	125	187	153	170	218	187	26	63	27	7	214	180	61
	66%	67%	66%	28%	55%	62%	71%	78%	77%	77%	70%	64%	59%	78%	60%	72%	62%	67%	64%	78%	71%	70%
The UK Independence Party (UKIP)	167	91	77	12	25	38	24	27	40	21	53	41	46	38	50	6	23	8	1	41	42	18
	17%	19%	15%	13%	20%	24%	14%	16%	15%	13%	20%	17%	16%	14%	16%	17%	22%	19%	8%	15%	17%	21%
The Liberal Democrat	141	62	80	8	26	20	18	26	43	21	39	34	37	34	40	10	10	4	3	34	24	13
	14%	13%	15%	9%	20%	12%	10%	15%	16%	13%	15%	14%	13%	12%	13%	27%	9%	9%	25%	13%	10%	15%
None of them	126	66	60	34	23	19	16	13	21	16	18	34	48	35	40	3	5	-	4	20	19	5
	13%	14%	11%	38%	18%	12%	9%	8%	8%	10%	7%	14%	17%	12%	13%	8%	5%	-	36%	7%	8%	6%
Don't know	13	4	9	-	3	4	1	2	3	1	2	6	4	2	-	-	2	-	-	4	-	-
	1%	1%	2%	-	2%	2%	1%	1%	1%	*	1%	3%	1%	1%	-	-	2%	-	-	1%	-	-

Morecambe & Lunesdale Poll

CATI Fieldwork : 1st-4th 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	1000	449	551	40	86	121	181	204	367	352	206	156	242	320	282	39	102	39	9	323	249	92
Weighted base	1000	480	520	90	130	160	180	170	270	162	268	239	287	281	310	36	103	40	11	274	252	88
A Labour government	329	158	171	39	50	55	57	54	74	45	88	98	93	3	267	2	14	18	*	9	186	25
	33%	33%	33%	43%	38%	35%	32%	32%	28%	28%	33%	41%	33%	1%	86%	5%	13%	45%	2%	3%	74%	28%
A Conservative government	314	143	171	14	25	42	57	59	117	52	86	62	101	232	2	4	33	3	4	208	16	7
	31%	30%	33%	16%	20%	26%	32%	34%	43%	32%	32%	26%	35%	82%	1%	12%	32%	7%	36%	76%	7%	8%
A coalition between Labour and the Liberal Democrats	114	58	56	16	17	20	22	23	16	26	26	29	27	1	32	12	21	11	1	6	27	29
	11%	12%	11%	18%	13%	13%	12%	13%	6%	16%	10%	12%	10%	1%	10%	34%	21%	27%	6%	2%	11%	33%
A coalition between the Conservatives and the Liberal Democrats	112	64	48	14	15	18	16	21	27	21	32	26	27	39	6	18	15	6	1	30	9	22
	11%	13%	9%	16%	12%	11%	9%	12%	10%	13%	12%	11%	9%	14%	2%	49%	15%	16%	7%	11%	3%	25%
Don't know	131	57	74	6	22	24	28	14	36	17	36	24	38	6	3	*	19	2	6	21	13	5
	13%	12%	14%	7%	17%	15%	16%	8%	13%	11%	13%	10%	13%	2%	1%	1%	19%	6%	50%	8%	5%	6%

Morecambe & Lunesdale Poll
CATI Fieldwork : 1st-4th April 2015

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	449 45%	480 48%
Female	551 55%	520 52%

Morecambe & Lunesdale Poll
CATI Fieldwork : 1st-4th 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	1000	1000
Weighted base	1000	1000
18-24	40 4%	90 9%
25-34	86 9%	130 13%
35-44	121 12%	160 16%
45-54	181 18%	180 18%
55-64	204 20%	170 17%
65 or older	367 37%	270 27%
Refused	1 *	1 *

Morecambe & Lunesdale Poll
CATI Fieldwork : 1st-4th April 2015

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	92 9%	41 4%
B	260 26%	122 12%
C1	206 21%	268 27%
C2	156 16%	239 24%
D	94 9%	139 14%
E	148 15%	148 15%
Refused	44 4%	44 4%

Morecambe & Lunesdale Poll

CATI Fieldwork : 1st-4th 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	1000	1000
Weighted base	1000	1000
Conservative	323 32%	274 27%
Labour	249 25%	252 25%
Liberal Democrats	92 9%	88 9%
Another party	52 5%	41 4%
Did not vote	211 21%	271 27%
Refused	31 3%	33 3%
Don't know	42 4%	42 4%