

Pendle Poll

CATI Fieldwork : 30th March - 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	480	520	54	137	149	188	183	280	306	169	125	325	274	240	24	71	26	5	302	262	81	
Weighted base	1000	492	508	113	173	168	169	162	206	138	230	232	325	238	236	30	79	29	5	250	210	116	
Certain to vote	(10)	646	336	309	61	78	96	119	125	160	97	160	146	201	194	177	17	57	20	2	211	161	86
		65%	68%	61%	54%	45%	57%	71%	77%	77%	71%	70%	63%	62%	82%	75%	57%	72%	69%	49%	84%	77%	74%
	(9)	46	21	25	5	4	15	4	6	13	7	11	5	20	12	9	1	4	1	-	8	11	11
		5%	4%	5%	5%	2%	9%	2%	4%	6%	5%	5%	2%	6%	5%	4%	5%	5%	4%	-	3%	5%	10%
	(8)	41	16	26	7	6	6	8	8	5	5	6	11	14	9	9	-	8	3	-	9	11	6
		4%	3%	5%	6%	4%	4%	5%	5%	2%	4%	2%	5%	4%	4%	4%	-	10%	11%	-	4%	5%	6%
	(7)	40	19	21	-	20	11	5	4	1	4	12	9	11	4	11	6	1	3	-	6	6	2
		4%	4%	4%	-	12%	6%	3%	2%	1%	3%	5%	4%	3%	2%	4%	21%	1%	11%	-	3%	3%	2%
	(6)	31	13	18	6	6	7	4	5	3	4	7	8	10	3	12	-	1	2	1	3	6	3
		3%	3%	4%	5%	3%	4%	2%	3%	1%	3%	3%	3%	3%	1%	5%	-	1%	5%	28%	1%	3%	3%
	(5)	50	24	26	7	19	10	5	1	7	6	9	12	17	7	12	1	7	-	1	4	7	2
		5%	5%	5%	6%	11%	6%	3%	*	4%	5%	4%	5%	5%	3%	5%	3%	8%	-	22%	2%	3%	2%
	(4)	24	13	12	10	11	2	2	-	-	3	1	14	4	6	*	2	1	-	-	2	1	1
		2%	3%	2%	9%	6%	1%	1%	-	-	2%	1%	6%	1%	2%	*	8%	1%	-	-	1%	1%	1%
	(3)	13	5	8	-	2	1	5	1	4	*	-	5	7	2	2	2	1	-	-	1	1	2
		1%	1%	2%	-	1%	1%	3%	1%	2%	*	-	2%	2%	1%	1%	6%	1%	-	-	*	*	1%
	(2)	10	6	4	-	2	1	3	2	1	2	3	2	2	1	3	-	-	-	-	1	1	-
		1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	1%	-	-	-	-	*	*	-
Definitely would not vote	(1)	82	35	48	13	22	16	12	8	8	8	16	15	34	-	-	-	-	-	5	3	2	
		8%	7%	9%	11%	13%	10%	7%	5%	4%	6%	7%	6%	10%	-	-	-	-	-	2%	1%	2%	
Don't know		16	6	10	3	2	3	2	2	4	1	5	5	4	-	-	-	-	-	1	2	-	
		2%	1%	2%	3%	1%	2%	1%	1%	2%	1%	2%	2%	1%	-	-	-	-	-	*	1%	-	
Mean		8.29	8.47	8.12	7.66	7.13	8.11	8.48	9.04	9.08	8.64	8.63	8.18	8.12	9.40	9.12	8.28	9.10	9.22	7.74	9.42	9.26	9.23
Standard deviation		2.90	2.79	3.00	3.21	3.24	2.94	2.87	2.34	2.27	2.64	2.68	2.88	3.07	1.53	1.78	2.38	1.76	1.31	2.53	1.70	1.73	1.79
Standard error		0.09	0.13	0.13	0.44	0.28	0.24	0.21	0.17	0.14	0.15	0.21	0.26	0.17	0.09	0.12	0.49	0.21	0.26	1.13	0.10	0.11	0.20

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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	480	520	54	137	149	188	183	280	306	169	125	325	274	240	24	71	26	5	302	262	81
Weighted base	1000	492	508	113	173	168	169	162	206	138	230	232	325	238	236	30	79	29	5	250	210	116
Conservative	238 24%	121 25%	117 23%	22 19%	28 16%	30 18%	40 24%	46 28%	72 35%	45 33%	56 24%	57 24%	70 22%	238 100%	-	-	-	-	-	155 62%	9 4%	13 12%
Labour	236 24%	130 26%	106 21%	38 34%	48 28%	50 30%	39 23%	29 18%	31 15%	32 23%	57 25%	50 22%	82 25%	-	236 100%	-	-	-	-	14 6%	119 57%	37 32%
Liberal Democrat	30 3%	14 3%	15 3%	- -	7 4%	5 3%	5 3%	5 3%	7 3%	5 4%	8 3%	7 3%	9 3%	-	-	30 100%	-	-	-	1 1%	2 1%	17 15%
The UK Independence Party (UKIP)	79 8%	55 11%	24 5%	7 6%	8 4%	14 8%	17 10%	17 10%	16 8%	9 6%	9 4%	20 9%	29 9%	-	-	-	79 100%	-	-	23 9%	12 6%	5 5%
The Green Party	29 3%	15 3%	14 3%	4 3%	8 5%	4 3%	4 2%	7 4%	2 1%	6 4%	13 6%	2 1%	8 2%	-	-	-	-	29 100%	-	1 *	8 4%	9 7%
The British National Party (BNP)	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	-	1 *	-	-	-	-	-	1 28%	-	-	-
Some other party	3 *	1 *	2 *	-	-	1 1%	-	-	1 1%	* *	2 1%	-	-	-	-	-	-	-	3 72%	1 *	1 1%	-
Would not vote	82 8%	35 7%	48 9%	13 11%	22 13%	16 10%	12 7%	8 5%	8 4%	8 6%	16 7%	15 6%	34 10%	-	-	-	-	-	-	5 2%	3 1%	2 2%
Refused	100 10%	44 9%	56 11%	2 2%	10 6%	12 7%	19 11%	26 16%	28 13%	8 6%	25 11%	27 12%	28 9%	-	-	-	-	-	-	21 8%	13 6%	12 10%
Don't know	201 20%	75 15%	126 25%	28 24%	42 24%	35 21%	32 19%	24 15%	41 20%	24 18%	43 19%	54 23%	63 19%	-	-	-	-	-	-	29 12%	43 20%	20 17%

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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	512	278	234	25	51	80	95	102	156	180	84	61	160	228	189	17	54	20	3	209	161	45
Weighted base	482	272	209	53	61	83	84	87	111	78	114	106	156	194	182	19	61	23	3	165	124	68
Conservative	194	101	93	16	19	26	33	38	62	37	46	45	58	194	-	-	-	-	-	133	8	9
	40%	37%	44%	30%	30%	31%	40%	44%	56%	48%	41%	42%	37%	100%	-	-	-	-	-	81%	6%	14%
Labour	182	103	79	29	32	38	31	24	26	27	42	40	63	-	182	-	-	-	-	10	98	33
	38%	38%	38%	55%	52%	46%	38%	28%	23%	34%	37%	38%	41%	-	100%	-	-	-	-	6%	79%	49%
Liberal Democrat	19	11	8	-	2	3	3	5	6	4	6	4	5	-	-	19	-	-	-	1	1	13
	4%	4%	4%	-	3%	3%	4%	6%	6%	5%	6%	4%	3%	-	-	100%	-	-	-	1%	1%	20%
The UK Independence Party (UKIP)	61	44	17	5	4	11	12	14	14	5	8	15	24	-	-	-	61	-	-	20	9	5
	13%	16%	8%	9%	6%	14%	15%	16%	13%	7%	7%	14%	15%	-	-	-	100%	-	-	12%	7%	7%
The Green Party	23	13	10	3	5	4	3	6	2	5	10	2	6	-	-	-	-	23	-	*	7	7
	5%	5%	5%	6%	8%	5%	3%	7%	2%	6%	8%	1%	4%	-	-	-	-	100%	-	*	6%	10%
The British National Party (BNP)	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-
	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	13%	-	-	-
Some other party	2	*	2	-	-	1	-	-	1	*	2	-	-	-	-	-	-	-	2	1	1	-
	*	*	1%	-	-	1%	-	-	1%	*	2%	-	-	-	-	-	-	-	87%	*	1%	-

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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	480	520	54	137	149	188	183	280	306	169	125	325	274	240	24	71	26	5	302	262	81
Weighted base	1000	492	508	113	173	168	169	162	206	138	230	232	325	238	236	30	79	29	5	250	210	116
Conservative	271 27%	136 28%	135 27%	22 19%	31 18%	34 20%	43 26%	57 35%	82 40%	46 34%	68 29%	64 28%	81 25%	206 87%	4 2%	3 9%	9 12%	- -	* 6%	160 64%	16 7%	23 20%
Labour	247 25%	134 27%	113 22%	50 44%	47 27%	46 27%	35 21%	33 20%	36 18%	33 24%	63 27%	55 24%	79 24%	14 6%	195 83%	1 3%	3 4%	4 14%	- -	22 9%	113 54%	34 29%
Liberal Democrat	57 6%	20 4%	38 7%	2 2%	13 7%	10 6%	11 6%	7 5%	14 7%	7 5%	12 5%	12 5%	24 7%	13 5%	9 4%	24 83%	- -	* 1%	- -	12 5%	7 3%	27 23%
The UK Independence Party (UKIP)	72 7%	44 9%	28 5%	5 5%	7 4%	12 7%	19 11%	14 9%	14 7%	8 6%	11 5%	13 6%	32 10%	1 *	5 2%	- -	56 71%	- -	- -	17 7%	16 8%	4 3%
The Green Party	28 3%	18 4%	11 2%	2 2%	4 3%	6 4%	6 3%	7 4%	3 1%	5 4%	15 6%	2 1%	6 2%	- -	2 1%	2 5%	1 1%	24 81%	- -	1 *	8 4%	8 7%
The British National Party (BNP)	1 *	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 28%	- -	- -	- -
Some other party	4 *	2 *	2 *	- -	- -	- -	2 1%	- -	1 *	- -	- -	1 *	2 1%	- -	1 *	- -	- -	- -	1 22%	- -	1 *	- -
Would not vote	82 8%	35 7%	48 9%	13 11%	22 13%	16 10%	12 7%	8 5%	8 4%	8 6%	16 7%	15 6%	34 10%	- -	- -	- -	- -	- -	- -	5 2%	3 1%	2 2%
Refused	68 7%	29 6%	39 8%	2 2%	8 4%	10 6%	16 9%	16 10%	16 8%	6 4%	16 7%	19 8%	17 5%	- -	- -	- -	- -	- -	- -	12 5%	7 3%	6 5%
Don't know	168 17%	73 15%	95 19%	17 15%	41 24%	33 19%	25 15%	19 12%	33 16%	24 17%	30 13%	51 22%	50 15%	4 2%	21 9%	- -	10 12%	1 4%	2 43%	21 8%	41 20%	13 11%

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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	554	284	270	27	55	83	102	109	173	183	97	64	179	225	174	17	50	20	1	220	170	53
Weighted base	529	282	247	59	66	85	90	99	126	80	132	112	173	192	166	19	56	22	1	179	131	78
Conservative	217	112	104	13	22	27	36	48	68	38	55	49	65	169	2	2	8	-	*	137	14	17
	41%	40%	42%	22%	33%	32%	41%	49%	54%	48%	42%	44%	38%	88%	1%	13%	14%	-	37%	77%	10%	22%
Labour	189	104	85	40	31	35	25	27	31	27	46	42	61	11	151	1	3	3	-	17	93	29
	36%	37%	35%	68%	46%	41%	28%	28%	24%	34%	35%	37%	35%	6%	91%	3%	5%	13%	-	9%	71%	38%
Liberal Democrat	42	14	27	*	6	8	7	12	5	10	8	15	11	6	15	-	*	-	-	11	5	22
	8%	5%	11%	1%	10%	10%	9%	7%	9%	6%	8%	8%	8%	6%	4%	80%	-	1%	-	6%	3%	28%
The UK Independence Party (UKIP)	56	35	21	4	5	10	14	11	12	6	10	10	25	1	4	-	45	-	-	14	12	3
	11%	12%	9%	6%	8%	11%	16%	11%	10%	7%	8%	9%	14%	*	2%	-	80%	-	-	8%	9%	4%
The Green Party	22	14	7	2	2	5	4	6	2	4	10	2	5	-	2	1	*	19	-	*	7	6
	4%	5%	3%	4%	4%	5%	4%	6%	2%	5%	8%	1%	3%	-	1%	3%	*	85%	-	*	5%	8%
The British National Party (BNP)	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-
	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	45%	-	-	-
Some other party	3	1	2	-	-	-	2	-	1	-	-	1	2	-	1	-	-	-	*	-	1	-
	1%	*	1%	-	-	-	2%	-	1%	-	-	1%	1%	-	1%	-	-	-	18%	-	1%	-

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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	41%
Labour	37%
Liberal Democrat	8%
UKIP	10%
Green	4%
Other	1%

Pendle 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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	480	520	54	137	149	188	183	280	306	169	125	325	274	240	24	71	26	5	302	262	81
Weighted base	1000	492	508	113	173	168	169	162	206	138	230	232	325	238	236	30	79	29	5	250	210	116
I would not vote UKIP	577	279	299	77	100	110	87	88	114	95	155	124	165	170	168	22	-	29	1	148	145	84
	58%	57%	59%	68%	58%	65%	52%	54%	55%	69%	67%	53%	51%	71%	71%	73%	-	100%	31%	59%	69%	72%
I would not vote Liberal Democrat	515	285	229	64	59	89	93	95	108	74	143	107	155	154	128	-	58	17	1	163	111	34
	51%	58%	45%	57%	34%	53%	55%	59%	52%	53%	62%	46%	48%	65%	54%	-	73%	59%	24%	65%	53%	30%
I would not vote Conservative	392	196	195	53	63	71	77	60	64	46	99	74	143	-	165	19	44	27	1	29	141	52
	39%	40%	38%	47%	37%	42%	46%	37%	31%	34%	43%	32%	44%	-	70%	63%	55%	95%	18%	11%	67%	45%
I would not vote Labour	381	194	187	41	41	58	69	69	97	58	96	89	112	181	-	15	56	18	2	175	22	32
	38%	39%	37%	37%	24%	34%	41%	43%	47%	42%	42%	38%	34%	76%	-	51%	71%	62%	49%	70%	10%	27%
None of these - I would potentially vote for all of them	87	38	48	8	25	8	20	8	18	7	15	27	32	7	19	2	3	-	1	13	12	10
	9%	8%	9%	7%	15%	5%	12%	5%	9%	5%	6%	12%	10%	3%	8%	8%	3%	-	28%	5%	6%	9%
Don't know	73	28	45	6	14	12	10	13	16	7	9	24	23	1	8	-	4	-	1	4	9	5
	7%	6%	9%	5%	8%	7%	6%	8%	8%	5%	4%	10%	7%	*	3%	-	5%	-	22%	2%	4%	4%

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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	480	520	54	137	149	188	183	280	306	169	125	325	274	240	24	71	26	5	302	262	81	
Weighted base	1000	492	508	113	173	168	169	162	206	138	230	232	325	238	236	30	79	29	5	250	210	116	
NET: Well	605	318	287	74	105	101	96	95	129	92	152	127	194	202	145	16	48	16	-	197	120	73	
	60%	65%	56%	66%	61%	60%	57%	58%	63%	67%	66%	55%	60%	85%	62%	53%	61%	55%	-	79%	57%	63%	
Very well	(4)	63	46	17	2	9	12	9	14	16	9	17	9	23	25	17	1	3	-	23	17	6	
		6%	9%	3%	2%	5%	7%	6%	9%	8%	7%	7%	4%	7%	11%	7%	5%	4%	-	9%	8%	6%	
Quite well	(3)	542	272	270	73	97	89	87	81	113	83	135	118	172	177	129	14	45	16	-	174	103	66
		54%	55%	53%	64%	56%	53%	51%	50%	55%	60%	59%	51%	53%	74%	54%	48%	56%	55%	-	69%	49%	57%
Quite badly	(2)	214	96	118	30	41	44	35	35	30	31	37	68	61	14	59	8	17	4	3	26	49	24
		21%	19%	23%	26%	24%	26%	21%	21%	14%	22%	16%	29%	19%	6%	25%	27%	21%	14%	71%	10%	23%	20%
Very badly	(1)	62	39	24	2	10	13	12	18	5	5	14	14	26	1	11	1	8	1	-	5	14	2
		6%	8%	5%	2%	6%	8%	7%	11%	2%	3%	6%	6%	8%	1%	5%	2%	10%	3%	-	2%	7%	1%
NET: Badly		276	134	142	32	51	57	47	53	35	36	51	82	87	15	70	9	25	5	3	31	63	25
		28%	27%	28%	28%	30%	34%	28%	33%	17%	26%	22%	35%	27%	7%	29%	30%	31%	17%	71%	12%	30%	22%
Don't know		119	40	79	7	16	11	26	14	43	10	28	23	43	20	21	5	6	8	1	23	27	18
		12%	8%	16%	6%	9%	6%	15%	9%	21%	8%	12%	10%	13%	9%	9%	18%	8%	28%	29%	9%	13%	16%
Mean		2.69	2.72	2.65	2.70	2.67	2.63	2.66	2.61	2.86	2.76	2.77	2.58	2.68	3.04	2.70	2.67	2.60	2.72	2.00	2.95	2.68	2.79
Standard deviation		0.71	0.76	0.65	0.53	0.68	0.75	0.72	0.82	0.62	0.64	0.69	0.69	0.75	0.45	0.68	0.63	0.75	0.56	0.00	0.54	0.75	0.58
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.04	0.04	0.06	0.07	0.05	0.03	0.05	0.14	0.09	0.12	0.00	0.03	0.05	0.07

Pendle Poll

CATI Fieldwork : 30th March - 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	480	520	54	137	149	188	183	280	306	169	125	325	274	240	24	71	26	5	302	262	81	
Weighted base	1000	492	508	113	173	168	169	162	206	138	230	232	325	238	236	30	79	29	5	250	210	116	
NET: Well	619	327	292	74	107	101	101	92	139	95	151	134	195	206	137	20	44	16	-	198	122	75	
	62%	66%	57%	65%	62%	60%	60%	57%	67%	69%	65%	58%	60%	87%	58%	67%	55%	54%	-	79%	58%	65%	
Very well	(4)	80	50	30	6	13	11	7	16	25	16	16	10	30	32	17	2	7	2	-	31	13	8
		8%	10%	6%	5%	8%	7%	4%	10%	12%	12%	7%	4%	9%	14%	7%	5%	8%	7%	-	12%	6%	7%
Quite well	(3)	539	277	262	68	94	90	94	76	113	79	135	124	165	174	119	18	37	14	-	167	110	67
		54%	56%	52%	60%	54%	53%	56%	47%	55%	57%	59%	53%	51%	73%	51%	61%	47%	47%	-	67%	52%	58%
Quite badly	(2)	219	96	123	36	39	42	33	44	24	26	40	67	70	16	63	6	22	5	1	29	52	20
		22%	20%	24%	32%	22%	25%	20%	27%	12%	19%	17%	29%	22%	7%	27%	19%	28%	17%	18%	11%	25%	17%
Very badly	(1)	60	32	28	-	10	13	17	10	11	5	18	9	26	1	11	1	8	4	3	4	10	10
		6%	7%	6%	-	6%	8%	10%	6%	5%	4%	8%	4%	8%	*	5%	2%	10%	15%	54%	2%	5%	8%
NET: Badly		279	128	151	36	48	55	50	53	36	31	58	76	96	18	73	6	30	10	3	33	61	30
		28%	26%	30%	32%	28%	33%	30%	33%	17%	23%	25%	33%	30%	7%	31%	21%	38%	33%	71%	13%	29%	26%
Don't know		102	37	65	4	18	12	18	16	32	11	22	22	34	14	26	4	5	4	1	20	26	11
		10%	8%	13%	3%	10%	7%	10%	10%	16%	8%	9%	10%	10%	6%	11%	12%	7%	13%	29%	8%	13%	9%
Mean		2.71	2.76	2.66	2.73	2.71	2.64	2.60	2.68	2.88	2.84	2.71	2.64	2.68	3.06	2.68	2.80	2.58	2.53	1.25	2.97	2.68	2.70
Standard deviation		0.72	0.74	0.70	0.56	0.71	0.74	0.75	0.76	0.73	0.68	0.73	0.65	0.78	0.49	0.70	0.59	0.80	0.90	0.51	0.57	0.68	0.74
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.06	0.06	0.05	0.03	0.05	0.13	0.10	0.19	0.30	0.03	0.04	0.09

Pendle Poll

CATI Fieldwork : 30th March - 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	480	520	54	137	149	188	183	280	306	169	125	325	274	240	24	71	26	5	302	262	81
Weighted base	1000	492	508	113	173	168	169	162	206	138	230	232	325	238	236	30	79	29	5	250	210	116
I am satisfied with the job David Cameron is doing overall as Prime Minister	326 33%	168 34%	158 31%	31 28%	51 29%	42 25%	48 28%	62 38%	89 43%	53 39%	74 32%	71 30%	106 33%	168 71%	29 12%	7 23%	23 29%	1 4%	1 28%	152 61%	33 16%	24 20%
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	231 23%	113 23%	118 23%	39 34%	32 19%	44 26%	44 26%	35 22%	37 18%	33 24%	61 26%	49 21%	73 22%	59 25%	26 11%	6 21%	31 39%	11 37%	* 6%	54 22%	29 14%	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.	285 28%	150 31%	135 26%	30 27%	63 37%	56 33%	45 26%	45 28%	44 21%	34 24%	68 29%	69 30%	101 31%	5 2%	172 73%	7 23%	18 22%	12 42%	1 25%	28 11%	124 59%	44 38%
Refused	43 4%	19 4%	25 5%	2 2%	6 3%	8 5%	8 5%	10 6%	9 4%	6 4%	9 4%	9 4%	10 3%	1 1%	3 1%	2 5%	2 2%	1 4%	- -	3 1%	5 2%	2 1%
Don't know	115 11%	42 9%	72 14%	10 9%	21 12%	19 11%	24 14%	10 6%	28 14%	12 9%	20 8%	35 15%	35 11%	4 2%	7 3%	8 28%	6 7%	4 13%	2 40%	13 5%	19 9%	13 11%

Pendle Poll

CATI Fieldwork : 30th March - 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	480	520	54	137	149	188	183	280	306	169	125	325	274	240	24	71	26	5	302	262	81
Weighted base	1000	492	508	113	173	168	169	162	206	138	230	232	325	238	236	30	79	29	5	250	210	116
Labour	703	345	357	73	117	104	121	128	154	103	168	158	232	178	180	20	50	24	3	180	167	91
	70%	70%	70%	64%	68%	62%	72%	79%	75%	74%	73%	68%	71%	75%	76%	69%	63%	82%	54%	72%	80%	78%
The Conservatives	668	321	347	51	93	116	120	122	161	107	155	154	206	193	144	21	46	19	3	202	144	76
	67%	65%	68%	45%	54%	69%	71%	75%	78%	78%	68%	66%	63%	81%	61%	71%	58%	64%	54%	81%	69%	65%
The Liberal Democrat	208	95	113	15	31	36	50	37	37	28	50	51	61	42	49	11	12	4	3	39	50	30
	21%	19%	22%	13%	18%	22%	29%	23%	18%	20%	22%	22%	19%	18%	21%	39%	16%	15%	54%	16%	24%	26%
The UK Independence Party (UKIP)	147	65	82	16	23	33	28	28	18	22	33	38	38	27	23	5	15	4	1	36	21	10
	15%	13%	16%	14%	13%	19%	17%	17%	9%	16%	14%	16%	12%	11%	10%	17%	19%	12%	28%	14%	10%	9%
None of them	149	79	70	28	22	33	20	16	31	15	32	36	51	20	31	4	18	4	1	20	23	19
	15%	16%	14%	24%	13%	19%	12%	10%	15%	11%	14%	16%	16%	9%	13%	15%	23%	13%	18%	8%	11%	17%
Don't know	31	16	15	-	15	4	4	4	2	4	5	12	4	2	5	2	3	-	1	3	6	2
	3%	3%	3%	-	9%	3%	2%	2%	1%	3%	2%	5%	1%	1%	2%	8%	4%	-	29%	1%	3%	1%

Pendle Poll

CATI Fieldwork : 30th March - 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	480	520	54	137	149	188	183	280	306	169	125	325	274	240	24	71	26	5	302	262	81
Weighted base	1000	492	508	113	173	168	169	162	206	138	230	232	325	238	236	30	79	29	5	250	210	116
A Labour government	277	138	140	30	58	62	47	42	38	37	65	56	101	3	175	3	17	13	1	19	132	33
	28%	28%	28%	26%	33%	37%	28%	26%	18%	27%	28%	24%	31%	1%	74%	12%	21%	45%	25%	7%	63%	28%
A Conservative government	271	140	131	23	33	38	47	45	84	48	63	69	77	191	1	-	22	-	*	173	10	18
	27%	28%	26%	20%	19%	23%	28%	28%	40%	35%	28%	30%	24%	80%	*	-	28%	-	6%	69%	5%	16%
A coalition between Labour and the Liberal Democrats	108	61	47	25	20	20	14	12	15	12	25	28	39	1	42	11	9	8	1	10	29	25
	11%	12%	9%	22%	12%	12%	8%	8%	7%	9%	11%	12%	12%	*	18%	37%	11%	26%	18%	4%	14%	22%
A coalition between the Conservatives and the Liberal Democrats	83	41	42	11	11	11	11	24	15	14	16	24	28	32	2	12	6	2	1	16	7	20
	8%	8%	8%	10%	6%	6%	6%	15%	8%	10%	7%	10%	9%	14%	1%	41%	7%	8%	28%	7%	3%	17%
Don't know	260	112	148	25	51	37	49	38	54	27	61	56	79	11	15	3	26	6	1	33	31	20
	26%	23%	29%	22%	29%	22%	29%	24%	26%	19%	26%	24%	24%	5%	6%	11%	33%	21%	22%	13%	15%	17%

Pendle Poll
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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	480 48%	492 49%
Female	520 52%	508 51%

Pendle Poll
CATI Fieldwork : 30th March - 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	54 5%	113 11%
25-34	137 14%	173 17%
35-44	149 15%	168 17%
45-54	188 19%	169 17%
55-64	183 18%	162 16%
65 or older	280 28%	206 21%
Refused	9 1%	9 1%

Pendle Poll
CATI Fieldwork : 30th March - 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	107 11%	48 5%
B	199 20%	90 9%
C1	169 17%	230 23%
C2	125 13%	232 23%
D	109 11%	136 14%
E	216 22%	189 19%
Refused	75 8%	75 8%

Pendle Poll
CATI Fieldwork : 30th March - 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	302 30%	250 25%
Labour	262 26%	210 21%
Liberal Democrats	81 8%	116 12%
Another party	29 3%	56 6%
Did not vote	209 21%	260 26%
Refused	61 6%	54 5%
Don't know	56 6%	55 5%