Torbay Poll

CATI Fieldwork : 27th August - 6th September 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	435	566	48	83	123	181	197	367	279	210	138	329	242	121	104	187	35	10	275	93	217
Weighted base		1001	483	518	94	129	155	173	171	278	139	288	231	299	213	114	113	202	39	9	229	48	258
Certain to vote	(10)	461	245	216	13	41	56	89	97	165	80	139	99	129	137	56	65	106	15	7	155	30	175
		46%	51%	42%	13%	32%	36%	51%	57%	60%	58%	48%	43%	43%	64%	49%	57%	53%	40%	76%	68%	62%	68%
	(9)	58	22	36	5	11	12	8	10	10	8	18	12	18	17	10	4	10	3	-	18	2	16
		6%	5%	7%	6%	9%	8%	5%	6%	4%	6%	6%	5%	6%	8%	9%	3%	5%	7%	-	8%	4%	6%
	(8)	96	25	71	9	10	15	14	18	30	14	34	20	24	21	9	15	18	9	-	25	3	27
		10%	5%	14%	9%	8%	9%	8%	11%	11%	10%	12%	9%	8%	10%	8%	13%	9%	22%	-	11%	7%	10%
	(7)	50	29	21	9	6	10	9	7	8	9	9	16	16	10	7	8	18	-	1	5	1	10
		5%	6%	4%	10%	5%	7%	5%	4%	3%	6%	3%	7%	5%	5%	6%	7%	9%	-	12%	2%	2%	4%
	(6)	25	10	15	4	3	3	4	2	9	2	7	1	12	4	5	3	5	-	-	5	2	4
		3%	2%	3%	4%	2%	2%	2%	1%	3%	2%	3%	1%	4%	2%	5%	3%	3%	-	-	2%	4%	2%
	(5)	99	51	48	16	18	12	13	14	24	8	25	32	30	9	18	14	24	9	1	9	6	15
		10%	11%	9%	17%	14%	8%	8%	8%	9%	6%	9%	14%	10%	4%	16%	12%	12%	22%	12%	4%	12%	6%
	(4)	13	6	7	1	6	*	3	1	1	2	2	4	5	3	3	2	-	*	-	1	*	2
		1%	1%	1%	1%	5%	*	2%	1%	*	1%	1%	2%	2%	1%	3%	2%	-	1%	-	*	1%	1%
	(3)	31	20	11	12	3	10	2	2	2	4	9	8	6	11	5	2	11	-	-	1	1	2
		3%	4%	2%	13%	2%	6%	1%	1%	1%	3%	3%	3%	2%	5%	5%	2%	6%	-	-	*	2%	1%
	(2)	21	13	8	2	6	9	2	1	1	2	6	6	8	*	-	1	9	3	-	3	*	3
		2%	3%	2%	2%	4%	6%	1%	1%	*	1%	2%	3%	3%	*	-	1%	5%	8%	-	1%	1%	1%
Definitely would not vote	(1)	145	61	84	23	25	27	28	16	25	10	39	33	49	-	-	-	-	-	-	5	3	4
		14%	13%	16%	25%	19%	17%	16%	9%	9%	7%	13%	14%	16%	-	-	-	-	-	-	2%	6%	2%
Refused		1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-
Don't know		1	*	1	-	-	-	-	*	1	1	-	-	1	-	-	-	-	-	-	1	-	-
		*	*	*	-	-	-	-	*	*	*	-	-	*	-	-	-	-	-	-	*	-	-
Mean		7.23	7.34	7.13	5.09	6.30	6.56	7.40	8.10	8.17	8.17	7.45	7.03	7.00	8.83	8.09	8.48	8.06	7.68	9.03	8.96	8.25	8.91
Standard deviation		3.35	3.34	3.36	3.21	3.50	3.56	3.42	2.91	2.87	2.84	3.29	3.35	3.43	2.02	2.32	2.10	2.55	2.59	1.89	2.05	2.75	2.04
Standard error		0.11	0.16	0.14	0.46	0.38	0.32	0.25	0.21	0.15	0.17	0.23	0.29	0.19	0.13	0.21	0.21	0.19	0.44	0.60	0.12	0.28	0.14

Lord Ashcroft

Torbay Poll
CATI Fieldwork : 27th August - 6th September 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	435	566	48	83	123	181	197	367	279	210	138	329	242	121	104	187	35	10	275	93	217
Weighted base	1001	483	518	94	129	155	173	171	278	139	288	231	299	213	114	113	202	39	9	229	48	258
Conservative	213	110	103	10	20	30	33	44	75	42	66	44	56	213	-	-	-	-	-	142	2	26
	21%	23%	20%	10%	16%	20%	19%	26%	27%	30%	23%	19%	19%	100%	-	-	-	-	-	62%	4%	10%
Labour	114	65	49	15	18	23	19	11	28	16	25	27	42	-	114	-	-	-	-	4	27	38
	11%	14%	9%	16%	14%	15%	11%	6%	10%	11%	9%	12%	14%	-	100%	-	-	-	-	2%	56%	15%
Liberal Democrat	113	47	66	11	18	8	24	14	39	21	37	18	36	-	-	113	-	-	-	13	*	74
	11%	10%	13%	11%	14%	5%	14%	8%	14%	15%	13%	8%	12%	-	-	100%	-	-	-	6%	1%	29%
The UK Independence Party (UKIP)	202	118	83	14	27	35	27	48	49	18	53	66	55	-	-	-	202	-	-	40	10	59
	20%	25%	16%	15%	21%	23%	16%	28%	18%	13%	18%	29%	18%	-	-	-	100%	-	-	17%	21%	23%
The Green Party	39	9	29	5	4	7	12	8	3	6	16	7	11	-	-	-	-	39	-	2	1	19
	4%	2%	6%	5%	3%	4%	7%	5%	1%	4%	5%	3%	4%	-	-	-	-	100%	-	1%	2%	7%
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1
	*	*	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	11%	-	-	*
Some other party	8	5	3	-	1	1	4	-	2	2	4	-	2	-	-	-	-	-	8	1	1	2
	1%	1%	1%	-	1%	1%	2%	-	1%	1%	1%	-	1%	-	-	-	-	-	89%	*	2%	1%
Would not vote	145	61	84	23	25	27	28	16	25	10	39	33	49	-	-	-	-	-	-	5	3	4
	14%	13%	16%	25%	19%	17%	16%	9%	9%	7%	13%	14%	16%	-	-	-	-	-	-	2%	6%	2%
Refused	61	26	35	-	2	14	9	8	29	8	15	9	23	-	-	-	-	-	-	8	2	8
	6%	5%	7%	-	2%	9%	5%	5%	10%	6%	5%	4%	8%	-	-	-	-	-	-	3%	3%	3%
Don't know	106	41	66	16	14	9	18	22	26	16	33	28	26	-	-	-	-	-	-	14	2	26
	11%	8%	13%	17%	11%	6%	11%	13%	10%	12%	11%	12%	9%	-	-	-	-	-	-	6%	5%	10%

Lord Ashcroft

Torbay Poll
CATI Fieldwork : 27th August - 6th September 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	489	225	263	15	34	53	89	108	190	154	107	63	153	183	81	71	125	21	8	190	56	137
Weighted base	460	235	225	24	52	62	82	93	147	75	142	99	133	157	71	77	127	22	7	159	29	168
Conservative	157	79	77	5	14	18	26	34	60	32	51	31	40	157	-	-	-	-	-	116	1	22
	34%	34%	34%	20%	28%	28%	32%	36%	41%	42%	36%	31%	30%	100%	-	-	-	-	-	73%	4%	13%
Labour	71	41	29	8	10	14	13	9	18	11	19	12	28	-	71	-	-	-	-	3	20	27
	15%	18%	13%	31%	19%	23%	15%	9%	12%	14%	13%	12%	21%	-	100%	-	-	-	-	2%	71%	16%
Liberal Democrat	77	32	45	5	12	7	15	9	30	14	25	11	25	-	-	77	-	-	-	10	*	57
	17%	13%	20%	20%	23%	11%	18%	9%	21%	19%	18%	12%	19%	-	-	100%	-	-	-	6%	*	34%
The UK Independence Party (UKIP)	127	75	52	3	13	19	19	37	34	13	34	40	34	-	-	-	127	-	-	29	5	46
	28%	32%	23%	14%	26%	31%	23%	40%	23%	17%	24%	41%	26%	-	-	-	100%	-	-	18%	19%	27%
The Green Party	22	4	19	3	2	3	7	5	2	4	9	4	6	-	-	-	-	22	-	1	1	13
	5%	2%	8%	14%	3%	4%	9%	6%	1%	5%	6%	4%	4%	-	-	-	-	100%	-	1%	2%	8%
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1
	*	*	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	13%	-	-	1%
Some other party	6	3	3	-	1	1	2	-	2	2	3	-	1	-	-	-	-	-	6	1	1	1
	1%	1%	1%	-	2%	1%	3%	-	1%	2%	2%	-	1%	-	-	-	-	-	87%	*	3%	1%

Lord Ashcroft

<u>Torbay Poll</u>
<u>CATI Fieldwork : 27th August - 6th September 2014</u>

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

	Total
Conservative	34%
Labour	15%
Liberal Democrat	18%
UKIP	27%
Green	5%
Other	1%

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Torbay Poll
CATI Fieldwork : 27th August - 6th September 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	435	566	48	83	123	181	197	367	279	210	138	329	242	121	104	187	35	10	275	93	217
Weighted base	1001	483	518	94	129	155	173	171	278	139	288	231	299	213	114	113	202	39	9	229	48	258
Conservative	187	92	95	8	21	28	29	34	67	38	62	32	50	167	1	2	8	1	1	132	1	13
	19%	19%	18%	9%	16%	18%	17%	20%	24%	27%	22%	14%	17%	78%	1%	2%	4%	2%	14%	58%	3%	5%
Labour	117	61	56	15	21	23	20	12	27	11	25	33	44	2	82	4	7	5	2	11	22	34
	12%	13%	11%	16%	16%	15%	11%	7%	10%	8%	9%	14%	15%	1%	72%	4%	4%	13%	23%	5%	46%	13%
Liberal Democrat	213	98	115	15	21	27	37	38	75	39	62	46	63	28	25	102	23	8	-	26	6	130
	21%	20%	22%	16%	17%	18%	21%	22%	27%	28%	22%	20%	21%	13%	22%	90%	11%	22%	-	11%	13%	50%
The UK Independence Party (UKIP)	168	106	62	10	25	23	28	41	39	16	43	54	48	1	-	4	157	1	1	31	8	45
	17%	22%	12%	11%	19%	15%	16%	24%	14%	11%	15%	23%	16%	1%	-	4%	78%	3%	7%	13%	17%	17%
The Green Party	28	7	20	5	3	5	9	5	1	5	9	8	4	4	*	-	-	20	1	3	1	14
	3%	2%	4%	6%	2%	3%	5%	3%	*	4%	3%	4%	1%	2%	*	-	-	52%	8%	1%	2%	5%
The British National Party (BNP)	2	-	2	-	-	2	-	-	-	*	-	-	2	*	-	-	-	-	-	-	*	2
	*	-	*	-	-	1%	-	-	-	*	-	-	1%	*	-	-	-	-	-	-	1%	1%
Some other party	5	3	2	-	-	-	1	2	2	*	2	2	1	-	-	-	-	-	2	-	-	2
	*	1%	*	-	-	-	1%	1%	1%	*	1%	1%	*	-	-	-	-	-	26%	-	-	1%
Would not vote	145	61	84	23	25	27	28	16	25	10	39	33	49	-	-	-	-	-	-	5	3	4
	14%	13%	16%	25%	19%	17%	16%	9%	9%	7%	13%	14%	16%	-	-	-	-	-	-	2%	6%	2%
Refused	37	15	22	-	1	10	7	4	14	6	9	6	12	*	-	-	-	-	-	3	*	*
	4%	3%	4%	-	1%	6%	4%	2%	5%	4%	3%	3%	4%	*	-	-	-	-	-	1%	1%	*
Don't know	100	40	60	17	12	10	15	19	26	14	36	17	27	10	6	1	6	3	2	19	6	15
	10%	8%	12%	18%	9%	6%	9%	11%	10%	10%	13%	8%	9%	5%	5%	1%	3%	9%	23%	8%	12%	6%

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Torbay Poll
CATI Fieldwork : 27th August - 6th September 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	510	234	276	14	34	52	94	112	204	163	109	68	161	174	77	70	120	20	7	191	56	149
Weighted base	480	242	237	23	51	63	87	97	158	79	145	107	140	150	67	76	122	20	6	159	28	181
Conservative	141	68	73	5	15	17	24	25	54	29	48	25	36	128	1	2	3	*	1	110	1	11
	29%	28%	31%	22%	29%	28%	27%	26%	34%	37%	33%	24%	26%	85%	1%	2%	2%	2%	19%	69%	5%	6%
Labour	71	37	33	5	10	16	12	10	18	6	18	18	28	2	51	2	4	1	2	8	17	26
	15%	15%	14%	22%	20%	25%	13%	10%	11%	8%	12%	17%	20%	1%	76%	3%	4%	7%	32%	5%	62%	14%
Liberal Democrat	143	67	77	9	13	14	24	26	56	29	40	28	45	19	15	70	15	5	-	18	5	97
	30%	27%	32%	40%	27%	22%	28%	27%	36%	36%	28%	26%	32%	13%	22%	92%	13%	23%	-	11%	18%	54%
The UK Independence Party (UKIP)	106	66	40	2	11	13	20	32	28	11	31	31	29	1	-	2	99	*	1	22	4	35
	22%	27%	17%	9%	21%	20%	23%	33%	17%	14%	21%	29%	21%	1%	-	3%	81%	1%	11%	14%	14%	20%
The Green Party	16	3	13	2	1	3	7	3	*	4	7	3	2	1	*	-	-	14	1	1	1	10
	3%	1%	6%	7%	3%	5%	8%	3%	*	5%	5%	3%	1%	*	*	-	-	68%	11%	1%	2%	6%
The British National Party (BNP)	*	-	*	-	-	*	-	-	-	*	-	-	*	*	-	-	-	-	-	-	*	*
	*	-	*	-	-	*	-	-	-	*	-	-	*	*	-	-	-	-	-	-	*	*
Some other party	3	2	1	-	-	-	*	1	1	*	1	1	*	-	-	-	-	-	1	-	-	1
	1%	1%	1%	-	-	-	1%	1%	1%	*	1%	1%	*	-	-	-	-	-	27%	-	-	1%

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Torbay Poll
CATI Fieldwork : 27th August - 6th September 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

	Total
Conservative	30%
Labour	15%
Liberal Democrat	30%
UKIP	21%
Green	3%
Other	1%

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Torbay Poll
CATI Fieldwork : 27th August - 6th September 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	435	566	48	83	123	181	197	367	279	210	138	329	242	121	104	187	35	10	275	93	217
Weighted base	1001	483	518	94	129	155	173	171	278	139	288	231	299	213	114	113	202	39	9	229	48	258
I would not vote Labour	559	270	289	45	62	78	102	102	169	78	153	128	171	168	-	59	138	18	3	187	8	124
	56%	56%	56%	48%	48%	51%	59%	60%	61%	56%	53%	56%	57%	79%	-	53%	69%	47%	34%	82%	16%	48%
I would not vote UKIP	552	242	310	63	74	95	93	79	147	89	168	107	168	144	97	88	-	30	6	120	31	156
	55%	50%	60%	67%	58%	61%	54%	46%	53%	64%	58%	46%	56%	68%	85%	78%	-	77%	67%	52%	65%	60%
I would not vote Liberal Democrat	518	273	244	52	68	89	92	83	133	66	137	129	156	125	62	-	140	18	6	150	29	82
	52%	57%	47%	56%	53%	58%	53%	48%	48%	48%	47%	56%	52%	59%	54%	-	69%	47%	73%	65%	60%	32%
I would not vote Conservative	504	248	257	57	63	86	99	80	119	59	141	116	166	-	91	82	130	31	5	34	40	177
	50%	51%	50%	61%	49%	55%	57%	47%	43%	42%	49%	50%	56%	-	80%	72%	64%	81%	61%	15%	83%	68%
None of these - I would potentially vote for all of them	76	39	38	11	17	6	10	8	23	9	22	19	22	10	6	2	15	-	1	9	1	13
	8%	8%	7%	12%	13%	4%	6%	5%	8%	7%	7%	8%	7%	5%	6%	2%	7%	-	13%	4%	3%	5%
Don't know	14	6	7	-	3	-	2	2	8	2	2	3	6	-	1	-	-	-	-	2	1	-
	1%	1%	1%	-	2%	-	1%	1%	3%	1%	1%	1%	2%	-	1%	-	-	-	-	1%	2%	-

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Torbay Poll
CATI Fieldwork : 27th August - 6th September 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	435	566	48	83	123	181	197	367	279	210	138	329	242	121	104	187	35	10	275	93	217
Weighted base		1001	483	518	94	129	155	173	171	278	139	288	231	299	213	114	113	202	39	9	229	48	258
NET: Well		594	326	268	46	75	83	102	99	189	98	170	139	163	175	64	73	119	15	5	173	20	166
		59%	68%	52%	49%	58%	54%	59%	58%	68%	70%	59%	60%	55%	82%	56%	64%	59%	39%	62%	76%	42%	64%
Very well	(4)	39	24	16	3	4	1	11	5	16	4	12	9	12	18	6	2	4	-	-	13	2	11
		4%	5%	3%	4%	3%	*	6%	3%	6%	3%	4%	4%	4%	8%	5%	2%	2%	-	-	6%	4%	4%
Quite well	(3)	555	303	252	42	71	83	92	94	173	94	158	129	151	157	59	71	114	15	5	160	18	155
		55%	63%	49%	45%	55%	53%	53%	55%	62%	67%	55%	56%	50%	74%	51%	62%	57%	39%	62%	70%	38%	60%
Quite badly	(2)	290	112	177	27	42	53	55	58	55	32	85	63	101	29	39	29	60	20	3	46	23	71
		29%	23%	34%	28%	32%	35%	32%	34%	20%	23%	30%	27%	34%	14%	34%	26%	30%	52%	31%	20%	47%	27%
Very badly	(1)	91	36	54	17	12	14	13	12	22	8	24	28	22	5	8	7	23	2	1	7	2	17
		9%	8%	10%	18%	9%	9%	8%	7%	8%	6%	8%	12%	7%	2%	7%	6%	11%	6%	7%	3%	5%	6%
NET: Badly		380	149	231	44	54	67	68	70	77	41	109	91	123	34	48	36	83	23	3	53	25	87
		38%	31%	45%	46%	42%	43%	39%	41%	28%	29%	38%	40%	41%	16%	42%	32%	41%	58%	38%	23%	52%	34%
Don't know		26	8	18	5	-	4	3	2	11	1	9	1	12	3	2	4	-	1	-	3	3	5
		3%	2%	4%	5%	-	3%	2%	1%	4%	*	3%	*	4%	2%	2%	4%	-	3%	-	1%	6%	2%
Mean		2.56	2.66	2.46	2.36	2.52	2.47	2.59	2.54	2.69	2.68	2.57	2.52	2.53	2.90	2.55	2.62	2.50	2.34	2.54	2.80	2.44	2.63
Standard deviation		0.72	0.69	0.73	0.83	0.71	0.66	0.72	0.67	0.71	0.64	0.71	0.76	0.70	0.56	0.71	0.64	0.72	0.60	0.67	0.58	0.67	0.67
Standard error		0.02	0.03	0.03	0.12	0.08	0.06	0.05	0.05	0.04	0.04	0.05	0.06	0.04	0.04	0.07	0.06	0.05	0.10	0.21	0.04	0.07	0.05

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Torbay Poll
CATI Fieldwork : 27th August - 6th September 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	435	566	48	83	123	181	197	367	279	210	138	329	242	121	104	187	35	10	275	93	217
Weighted base		1001	483	518	94	129	155	173	171	278	139	288	231	299	213	114	113	202	39	9	229	48	258
NET: Well		592	316	276	56	74	81	102	95	183	99	174	142	154	162	64	66	121	13	3	162	22	142
		59%	65%	53%	60%	58%	52%	59%	55%	66%	71%	61%	61%	52%	76%	56%	59%	60%	32%	39%	71%	45%	55%
Very well	(4)	47	31	16	7	6	3	6	5	19	6	7	10	21	17	4	5	9	2	-	15	2	11
		5%	6%	3%	7%	5%	2%	4%	3%	7%	4%	2%	4%	7%	8%	4%	5%	5%	5%	-	6%	4%	4%
Quite well	(3)	545	285	260	50	68	78	95	89	164	93	167	132	133	145	59	61	111	11	3	148	20	131
		54%	59%	50%	53%	53%	50%	55%	52%	59%	67%	58%	57%	45%	68%	52%	54%	55%	27%	39%	65%	41%	51%
Quite badly	(2)	293	131	163	23	45	55	49	62	59	31	83	69	96	44	36	33	55	23	5	57	17	89
		29%	27%	31%	25%	35%	35%	28%	36%	21%	22%	29%	30%	32%	21%	32%	29%	27%	61%	54%	25%	36%	35%
Very badly	(1)	91	30	61	10	6	16	21	12	26	7	24	19	37	2	15	10	25	3	1	5	8	24
		9%	6%	12%	10%	5%	10%	12%	7%	9%	5%	8%	8%	12%	1%	13%	9%	12%	7%	7%	2%	17%	9%
NET: Badly		384	160	223	33	51	71	70	74	85	37	107	88	132	46	51	43	80	26	5	62	25	113
		38%	33%	43%	35%	40%	46%	40%	43%	31%	27%	37%	38%	44%	21%	44%	38%	40%	68%	61%	27%	53%	44%
Don't know		25	7	18	5	3	3	2	3	9	3	6	1	12	5	-	4	1	-	-	4	1	3
		2%	1%	4%	5%	3%	2%	1%	2%	3%	2%	2%	*	4%	2%	-	3%	*	-	-	2%	2%	1%
Mean		2.56	2.67	2.46	2.59	2.59	2.45	2.51	2.53	2.66	2.72	2.56	2.58	2.48	2.85	2.47	2.56	2.53	2.31	2.31	2.77	2.33	2.51
Standard deviation		0.73	0.69	0.75	0.78	0.66	0.71	0.76	0.67	0.75	0.62	0.69	0.71	0.81	0.55	0.76	0.73	0.77	0.68	0.64	0.60	0.81	0.73
Standard error		0.02	0.03	0.03	0.12	0.07	0.06	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.04	0.07	0.07	0.06	0.12	0.20	0.04	0.08	0.05

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Torbay Poll
CATI Fieldwork : 27th August - 6th September 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	435	566	48	83	123	181	197	367	279	210	138	329	242	121	104	187	35	10	275	93	217
Weighted base	1001	483	518	94	129	155	173	171	278	139	288	231	299	213	114	113	202	39	9	229	48	258
I am satisfied with the job David Cameron is doing overall as Prime Minister	304 30%	139 29%	164 32%	25 27%	44 34%	39 25%	39 23%	50 29%	104 38%	56 40%	92 32%	57 25%	85 29%	143 67%	17 15%	20 18%	38 19%	11 29%	3 39%	116 51%	8 17%	49 19%
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	319 32%	155 32%	163 32%	32 34%	40 31%	44 28%	64 37%	62 36%	77 28%	51 37%	80 28%	92 40%	83 28%	62 29%	21 18%	51 45%	91 45%	7 19%	1 12%	87 38%	8 16%	87 34%
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.	247 25%	131 27%	116 22%	20 21%	28 21%	47 31%	49 28%	40 24%	63 23%	24 17%	77 27%	57 25%	82 27%	1 1%	74 65%	36 32%	52 26%	15 39%	3 34%	14 6%	28 59%	110 43%
Refused	38 4%	17 4%	21 4%	2 2%	- -	12 8%	7 4%	4 2%	12 4%	4 3%	7 2%	6 3%	15 5%	4 2%	* *	- -	1 1%	- -	1 15%	4 2%	2 3%	4 1%
Don't know	93 9%	40 8%	53 10%	15 16%	17 13%	12 8%	14 8%	14 8%	21 8%	4 3%	32 11%	18 8%	34 11%	3 1%	2 2%	5 5%	20 10%	5 13%	- -	7 3%	2 4%	9 3%

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Torbay Poll
CATI Fieldwork : 27th August - 6th September 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 Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	SEG AB	SEG C1	SEG C2	SEG DE	VI Con	VI Lab	VI LibDem	VI UKIP	VI Green	VI Other	2010 Con	2010 Lab	2010 LibDem
Unweighted base	1001	435	566	48	83	123	181	197	367	279	210	138	329	242	121	104	187	35	10	275	93	217
Weighted base	1001	483	518	94	129	155	173	171	278	139	288	231	299	213	114	113	202	39	9	229	48	258
The Conservatives	190	104	86	6	18	41	41	33	51	34	65	51	36	54	18	19	42	9	1	49	8	61
	19%	22%	17%	6%	14%	26%	24%	19%	18%	25%	22%	22%	12%	25%	16%	17%	21%	22%	17%	21%	17%	24%
The Liberal Democrat	112	59	53	2	13	20	17	29	31	19	35	27	27	14	12	29	24	9	1	25	8	49
	11%	12%	10%	2%	10%	13%	10%	17%	11%	13%	12%	12%	9%	7%	10%	25%	12%	24%	17%	11%	16%	19%
The UK Independence Party (UKIP)	69	34	35	5	16	12	15	6	15	8	24	14	20	11	4	8	25	4	-	14	6	10
	7%	7%	7%	6%	13%	8%	9%	4%	5%	6%	8%	6%	7%	5%	4%	7%	12%	11%	-	6%	12%	4%
Labour	38	17	21	3	8	9	9	1	8	7	10	10	10	8	4	3	8	2	-	6	3	4
	4%	4%	4%	3%	6%	6%	5%	1%	3%	5%	4%	5%	3%	4%	4%	3%	4%	5%	-	3%	6%	2%
None of them	690	327	363	79	94	100	105	112	198	90	190	151	225	147	88	69	126	20	7	155	34	157
	69%	68%	70%	84%	73%	65%	61%	66%	71%	65%	66%	65%	75%	69%	77%	61%	63%	53%	83%	68%	72%	61%
Don't know	14	5	9	3	-	1	6	1	2	*	5	3	3	1	-	-	2	-	-	3	*	-
	1%	1%	2%	4%	-	1%	4%	*	1%	*	2%	1%	1%	1%	-	-	1%	-	-	1%	1%	-

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Torbay Poll
CATI Fieldwork : 27th August - 6th September 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	435	566	48	83	123	181	197	367	279	210	138	329	242	121	104	187	35	10	275	93	217
Weighted base	1001	483	518	94	129	155	173	171	278	139	288	231	299	213	114	113	202	39	9	229	48	258
A Conservative government	306	167	139	9	28	41	51	68	110	56	91	69	78	168	1	9	75	4	2	168	2	45
	31%	35%	27%	9%	22%	26%	30%	40%	40%	40%	32%	30%	26%	79%	1%	8%	37%	10%	24%	74%	5%	17%
A Labour government	231	114	117	21	34	48	44	31	52	23	74	47	79	1	86	13	41	11	4	14	34	69
	23%	24%	22%	22%	27%	31%	26%	18%	19%	17%	26%	20%	27%	1%	76%	12%	20%	30%	41%	6%	70%	27%
A coalition between the Conservatives and the Liberal Democrats	158	64	94	25	20	21	22	27	44	28	42	43	40	39	5	40	32	5	1	33	*	56
	16%	13%	18%	27%	15%	13%	12%	16%	16%	20%	14%	19%	13%	18%	4%	35%	16%	12%	17%	14%	1%	22%
A coalition between Labour and the Liberal Democrats	148	75	72	14	20	27	27	28	32	22	33	41	46	*	21	47	27	11	1	4	10	75
	15%	16%	14%	15%	15%	18%	16%	16%	11%	16%	11%	18%	15%	*	18%	41%	13%	29%	8%	2%	20%	29%
Don't know	159	63	96	26	27	18	29	18	41	10	49	31	55	4	1	5	27	8	1	10	2	14
	16%	13%	19%	27%	21%	12%	17%	10%	15%	7%	17%	13%	19%	2%	1%	4%	14%	19%	10%	4%	4%	5%

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Torbay Poll
CATI Fieldwork : 27th August - 6th September 2014

Absolutes/col percents

Table 14
Gender
Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
Male	435	483
	43%	48%
Female	566	518
	57%	52%

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<u>Torbay Poll</u>
<u>CATI Fieldwork : 27th August - 6th September 2014</u>

Absolutes/col percents

Table 15
Into which of the following age groups do you fall?
Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
18-24	48 5%	94 9%
25-34	83 8%	129 13%
35-44	123 12%	155 15%
45-54	181 18%	173 17%
55-64	197 20%	171 17%
65 or older	367 37%	278 28%
Refused	2 *	2 *

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<u>Torbay Poll</u>
<u>CATI Fieldwork : 27th August - 6th September 2014</u>

Absolutes/col percents

Table 16
SEG
Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
A	94 9%	45 5%
B	185 18%	94 9%
C1	210 21%	288 29%
C2	138 14%	231 23%
D	116 12%	126 13%
E	213 21%	172 17%
Refused	45 4%	45 4%

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Torbay Poll
CATI Fieldwork : 27th August - 6th September 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

	Unweighted base	Weighted base
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	275 27%	229 23%
Labour	93 9%	48 5%
Liberal Democrats	217 22%	258 26%
Another party	61 6%	49 5%
Did not vote	280 28%	344 34%
Refused	41 4%	36 4%
Don't know	34 3%	37 4%

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