

## Plymouth Moor View Poll

### CATI Fieldwork : 24th-28th November 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	459	541	55	136	137	182	189	300	250	200	172	339	183	222	28	216	26	11	211	244	81	
Weighted base	1000	482	518	112	156	164	177	161	230	112	265	257	326	167	204	28	232	24	10	186	209	88	
Certain to vote	(10)	500	261	239	21	53	82	94	102	147	69	153	116	149	118	129	19	133	13	8	140	169	59
		50%	54%	46%	19%	34%	50%	53%	63%	64%	61%	58%	45%	46%	71%	63%	71%	57%	53%	84%	75%	81%	67%
	(9)	41	16	25	1	6	5	13	6	9	7	12	8	12	15	4	*	13	*	1	13	6	3
		4%	3%	5%	1%	4%	3%	7%	4%	4%	6%	5%	3%	4%	9%	2%	2%	5%	2%	10%	7%	3%	4%
	(8)	73	33	40	14	7	11	7	19	15	5	19	18	27	12	14	2	22	2	-	11	11	4
		7%	7%	8%	12%	5%	7%	4%	12%	7%	5%	7%	7%	8%	7%	7%	6%	10%	9%	-	6%	5%	4%
	(7)	46	30	16	6	10	12	6	7	5	6	18	16	8	10	-	18	1	-	7	7	8	
		5%	6%	3%	5%	6%	7%	4%	3%	4%	2%	7%	5%	5%	5%	-	8%	6%	-	4%	4%	9%	
	(6)	32	8	24	6	6	7	3	4	5	1	8	15	8	1	5	3	14	2	-	2	1	4
		3%	2%	5%	6%	4%	4%	2%	3%	2%	1%	3%	6%	2%	1%	3%	12%	6%	6%	-	1%	*	5%
	(5)	94	37	56	23	15	14	16	11	15	9	26	28	21	8	28	3	22	2	1	10	7	5
		9%	8%	11%	21%	10%	8%	9%	7%	6%	8%	10%	11%	6%	5%	14%	10%	10%	8%	7%	5%	3%	6%
	(4)	10	1	9	4	3	-	2	*	-	1	3	-	6	-	7	-	-	1	-	*	-	2
		1%	*	2%	4%	2%	-	1%	*	-	1%	1%	-	2%	-	3%	-	-	4%	-	*	-	2%
	(3)	22	14	8	-	8	7	4	1	2	2	6	5	7	2	4	-	7	1	-	-	*	1
		2%	3%	2%	-	5%	4%	2%	1%	1%	2%	2%	2%	2%	1%	2%	-	3%	6%	-	-	*	1%
	(2)	18	5	13	8	2	1	5	1	2	2	9	2	5	4	2	-	3	1	-	*	1	1
		2%	1%	2%	7%	1%	1%	3%	1%	1%	2%	3%	1%	1%	2%	1%	-	1%	6%	-	*	*	1%
Definitely would not vote	(1)	162	74	88	29	45	24	26	12	26	12	22	47	76	-	-	-	-	-	4	7	1	
		16%	15%	17%	26%	29%	15%	15%	7%	11%	11%	8%	18%	23%	-	-	-	-	-	2%	3%	1%	
Don't know		2	2	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	
		*	*	-	-	1%	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	
Mean		7.26	7.49	7.04	5.23	5.85	7.32	7.43	8.45	8.17	8.00	7.86	7.00	6.75	9.11	8.47	8.90	8.48	7.88	9.58	9.20	9.26	8.75
Standard deviation		3.44	3.39	3.47	3.33	3.78	3.36	3.44	2.65	3.07	3.15	3.08	3.45	3.73	1.81	2.27	1.87	2.13	2.75	1.31	1.80	1.94	2.12
Standard error		0.11	0.16	0.15	0.45	0.32	0.29	0.25	0.19	0.18	0.20	0.22	0.26	0.20	0.13	0.15	0.35	0.15	0.54	0.40	0.12	0.12	0.24

## Plymouth Moor View Poll

### CATI Fieldwork : 24th-28th November 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	1000	459	541	55	136	137	182	189	300	250	200	172	339	183	222	28	216	26	11	211	244	81
Weighted base	1000	482	518	112	156	164	177	161	230	112	265	257	326	167	204	28	232	24	10	186	209	88
Conservative	167 17%	89 18%	78 15%	9 8%	23 15%	27 17%	19 11%	37 23%	52 23%	25 22%	65 25%	39 15%	37 11%	167 100%	-	-	-	-	-	115 62%	6 3%	15 17%
Labour	204 20%	94 20%	110 21%	21 19%	29 18%	28 17%	49 28%	30 18%	48 21%	26 23%	53 20%	39 15%	82 25%	-	204 100%	-	-	-	-	2 1%	124 59%	9 10%
Liberal Democrat	28 3%	13 3%	15 3%	2 2%	10 7%	2 1%	4 2%	4 3%	5 2%	6 6%	8 3%	6 2%	3 1%	-	-	28 100%	-	-	-	3 1%	2 1%	18 20%
The UK Independence Party (UKIP)	232 23%	129 27%	104 20%	28 25%	19 12%	44 27%	44 25%	44 27%	54 23%	20 18%	58 22%	76 30%	72 22%	-	-	-	232 100%	-	-	38 21%	38 18%	27 30%
The Green Party	24 2%	10 2%	14 3%	6 5%	1 1%	7 4%	5 3%	2 1%	3 1%	6 6%	6 2%	-	9 3%	-	-	-	-	24 100%	-	1 *	3 1%	2 2%
The British National Party (BNP)	4 *	4 1%	-	-	2 1%	2 1%	-	* *	* *	1 1%	2 1%	2 1%	-	-	-	-	-	-	4 44%	* *	-	-
Some other party	5 1%	2 *	4 1%	-	3 2%	* *	* *	-	2 1%	2 2%	3 1%	-	-	-	-	-	-	-	5 56%	1 *	* *	1 1%
Would not vote	162 16%	74 15%	88 17%	29 26%	45 29%	24 15%	26 15%	12 7%	26 11%	12 11%	22 8%	47 18%	76 23%	-	-	-	-	-	-	4 2%	7 3%	1 1%
Refused	45 5%	18 4%	27 5%	3 3%	2 1%	7 4%	5 3%	10 7%	17 7%	3 3%	11 4%	15 6%	14 4%	-	-	-	-	-	-	7 4%	9 4%	1 2%
Don't know	128 13%	49 10%	79 15%	15 13%	23 14%	22 13%	26 14%	22 13%	22 10%	11 10%	37 14%	32 12%	34 10%	-	-	-	-	-	-	14 8%	21 10%	15 17%

## Plymouth Moor View Poll

### CATI Fieldwork : 24th-28th November 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	504	258	246	17	46	69	93	107	171	146	113	77	155	144	161	22	151	17	9	151	171	47
Weighted base	468	247	222	30	53	77	89	91	128	64	144	108	141	130	138	20	157	15	8	132	145	52
Conservative	130	71	59	5	14	23	16	30	42	19	50	30	29	130	-	-	-	-	-	96	5	13
	28%	29%	27%	18%	26%	30%	18%	33%	33%	30%	35%	27%	21%	100%	-	-	-	-	-	73%	3%	25%
Labour	138	64	74	7	15	21	35	23	37	20	39	24	52	-	138	-	-	-	-	*	104	6
	29%	26%	33%	24%	27%	27%	40%	25%	29%	32%	27%	22%	37%	-	100%	-	-	-	-	*	72%	11%
Liberal Democrat	20	9	11	*	6	2	3	4	5	5	6	5	3	-	-	20	-	-	-	2	2	14
	4%	4%	5%	1%	11%	2%	4%	4%	4%	8%	4%	4%	2%	-	-	100%	-	-	-	2%	1%	27%
The UK Independence Party (UKIP)	157	89	68	14	14	25	32	33	40	13	40	48	52	-	-	-	157	-	-	31	31	18
	34%	36%	31%	47%	27%	32%	36%	36%	31%	20%	28%	45%	37%	-	-	-	100%	-	-	24%	21%	35%
The Green Party	15	8	6	3	1	4	2	2	2	5	4	-	5	-	-	-	-	15	-	*	3	1
	3%	3%	3%	10%	2%	5%	3%	2%	2%	8%	3%	-	3%	-	-	-	-	100%	-	*	2%	1%
The British National Party (BNP)	4	4	-	-	1	2	-	*	*	1	1	2	-	-	-	-	-	-	4	*	-	-
	1%	2%	-	-	3%	2%	-	*	*	1%	1%	2%	-	-	-	-	-	-	48%	*	-	-
Some other party	4	1	3	-	2	*	*	-	2	1	3	-	-	-	-	-	-	-	4	1	*	1
	1%	*	1%	-	4%	1%	*	-	1%	2%	2%	-	-	-	-	-	-	-	52%	1%	*	1%

**Plymouth Moor View Poll**  
**CATI Fieldwork : 24th-28th November 2014**

Col percents

Table 4

**Voting Intention (Turnout Weighted)**

**This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections**

	<u>Total</u>
Conservative	28%
Labour	31%
Liberal Democrat	5%
UKIP	32%
Green	3%
Other	2%

## Plymouth Moor View Poll

### CATI Fieldwork : 24th-28th November 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	459	541	55	136	137	182	189	300	250	200	172	339	183	222	28	216	26	11	211	244	81
Weighted base	1000	482	518	112	156	164	177	161	230	112	265	257	326	167	204	28	232	24	10	186	209	88
Conservative	166 17%	81 17%	85 16%	10 9%	22 14%	27 16%	19 10%	35 22%	54 24%	23 21%	66 25%	39 15%	36 11%	142 85%	6 3%	- -	4 2%	1 4%	1 9%	115 62%	7 3%	7 8%
Labour	242 24%	112 23%	130 25%	28 25%	30 19%	31 19%	57 32%	39 24%	58 25%	30 26%	62 23%	52 20%	92 28%	9 6%	187 91%	4 14%	16 7%	4 16%	- -	9 5%	137 65%	18 20%
Liberal Democrat	30 3%	16 3%	15 3%	- -	12 8%	3 2%	4 2%	4 3%	7 3%	7 6%	10 4%	6 2%	5 2%	1 *	2 1%	20 71%	* *	- -	- -	3 2%	2 1%	16 18%
The UK Independence Party (UKIP)	215 22%	124 26%	91 18%	27 24%	17 11%	40 24%	40 22%	44 27%	48 21%	21 18%	52 19%	72 28%	67 21%	4 2%	2 1%	- -	200 86%	1 4%	1 7%	36 20%	34 16%	22 25%
The Green Party	22 2%	11 2%	11 2%	4 3%	4 3%	6 4%	3 2%	1 1%	4 2%	5 5%	8 3%	- -	8 2%	1 *	1 1%	- -	- -	15 64%	1 7%	* *	3 1%	3 4%
The British National Party (BNP)	4 *	4 1%	- -	- -	2 1%	2 1%	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	4 37%	- -	- -	- -
Some other party	4 *	1 *	4 1%	- -	2 1%	* *	- -	- -	2 1%	1 1%	2 1%	- -	1 *	- -	1 *	- -	- -	- -	3 35%	- -	* *	1 1%
Would not vote	162 16%	74 15%	88 17%	29 26%	45 29%	24 15%	26 15%	12 7%	26 11%	12 11%	22 8%	47 18%	76 23%	- -	- -	- -	- -	- -	- -	4 2%	7 3%	1 1%
Refused	29 3%	12 2%	17 3%	- -	2 1%	5 3%	6 3%	5 3%	9 4%	2 2%	6 2%	10 4%	8 2%	- -	- -	- -	- -	- -	- -	2 1%	3 2%	3 3%
Don't know	126 13%	49 10%	78 15%	15 13%	20 13%	25 15%	23 13%	21 13%	22 10%	11 10%	34 13%	29 11%	33 10%	10 6%	6 3%	4 15%	13 6%	3 12%	* 4%	17 9%	15 7%	18 20%

## Plymouth Moor View Poll

### CATI Fieldwork : 24th-28th November 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	516	261	255	18	47	69	93	112	177	146	116	81	162	137	156	20	144	15	8	153	182	45
Weighted base	480	251	229	32	55	75	89	95	134	64	146	113	146	121	133	19	151	13	8	133	154	50
Conservative	124	63	61	6	12	22	15	27	42	18	50	28	27	110	4	-	3	1	1	94	6	6
	26%	25%	27%	19%	21%	30%	17%	29%	31%	29%	34%	25%	19%	90%	3%	-	2%	6%	11%	70%	4%	12%
Labour	167	78	89	12	17	22	41	30	44	23	44	32	63	8	128	2	9	3	-	6	114	13
	35%	31%	39%	39%	31%	30%	46%	31%	33%	36%	30%	28%	43%	6%	96%	12%	6%	20%	-	4%	74%	26%
Liberal Democrat	22	11	11	-	8	3	2	4	6	5	8	3	5	*	*	17	*	-	-	3	2	13
	5%	4%	5%	-	14%	4%	2%	4%	5%	8%	6%	2%	3%	*	*	88%	*	-	-	2%	1%	27%
The UK Independence Party (UKIP)	149	88	61	13	14	22	29	33	38	13	37	48	48	3	*	-	138	*	1	31	28	15
	31%	35%	27%	39%	25%	30%	33%	35%	28%	20%	25%	43%	33%	2%	*	-	91%	3%	8%	23%	19%	31%
The Green Party	11	8	3	1	2	3	2	1	2	4	4	-	2	1	*	-	-	10	1	*	3	2
	2%	3%	1%	2%	4%	4%	2%	1%	2%	7%	3%	-	2%	1%	*	-	-	71%	7%	*	2%	4%
The British National Party (BNP)	3	3	-	-	1	2	-	-	-	-	1	2	-	-	-	-	-	-	3	-	-	-
	1%	1%	-	-	3%	2%	-	-	-	-	1%	2%	-	-	-	-	-	-	42%	-	-	-
Some other party	3	*	3	-	1	*	-	-	1	*	2	-	*	-	*	-	-	-	3	-	*	*
	1%	*	1%	-	2%	1%	-	-	1%	1%	1%	-	*	-	*	-	-	-	32%	-	*	*

**Plymouth Moor View Poll**  
**CATI Fieldwork : 24th-28th November 2014**

Col percents

Table 7

**Constituency Voting Intention (Turnout Weighted)**

**This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections**

	<u>Total</u>
Conservative	26%
Labour	35%
Liberal Democrat	5%
UKIP	30%
Green	2%
Other	1%

## Plymouth Moor View Poll

### CATI Fieldwork : 24th-28th November 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	1000	459	541	55	136	137	182	189	300	250	200	172	339	183	222	28	216	26	11	211	244	81	
Weighted base	1000	482	518	112	156	164	177	161	230	112	265	257	326	167	204	28	232	24	10	186	209	88	
I would not vote Liberal Democrat	707	366	341	81	103	117	121	116	169	77	189	183	238	134	154	-	192	17	7	152	167	38	
		71%	76%	66%	73%	66%	71%	68%	72%	73%	69%	71%	71%	73%	80%	76%	-	83%	71%	76%	82%	80%	43%
I would not vote Conservative	560	278	282	72	92	82	114	77	121	62	120	145	217	-	169	16	164	20	8	25	167	51	
		56%	58%	54%	65%	59%	50%	65%	48%	55%	45%	56%	66%	-	83%	57%	71%	84%	79%	14%	80%	57%	
I would not vote UKIP	483	214	270	55	93	79	84	66	106	69	142	108	143	112	150	20	-	18	7	90	118	45	
		48%	44%	52%	49%	60%	48%	47%	41%	46%	62%	54%	42%	44%	67%	74%	72%	-	77%	74%	48%	57%	51%
I would not vote Labour	482	257	225	59	74	85	69	74	120	55	121	133	159	130	-	9	164	12	8	144	32	40	
		48%	53%	43%	53%	47%	52%	39%	46%	52%	49%	46%	52%	49%	78%	-	32%	71%	50%	82%	77%	15%	45%
None of these - I would potentially vote for all of them	79	26	54	4	13	15	10	15	20	5	21	22	28	6	6	1	14	-	1	10	3	8	
		8%	5%	10%	4%	9%	9%	6%	10%	9%	4%	8%	8%	9%	3%	3%	5%	6%	-	14%	5%	2%	10%
Don't know	28	16	12	8	6	2	3	4	5	1	8	8	6	-	-	2	1	-	*	1	2	1	
		3%	3%	2%	7%	4%	1%	2%	2%	2%	1%	3%	3%	2%	-	-	8%	1%	-	4%	1%	1%	1%



## Plymouth Moor View Poll

### CATI Fieldwork : 24th-28th November 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	1000	459	541	55	136	137	182	189	300	250	200	172	339	183	222	28	216	26	11	211	244	81	
Weighted base	1000	482	518	112	156	164	177	161	230	112	265	257	326	167	204	28	232	24	10	186	209	88	
NET: Well	494	283	211	53	90	77	71	83	120	62	145	132	133	131	99	17	106	9	4	124	103	53	
	49%	59%	41%	48%	58%	47%	40%	52%	52%	56%	55%	51%	41%	79%	48%	63%	46%	39%	38%	67%	49%	60%	
Very well	(4)	51	31	20	14	7	8	1	6	15	3	10	16	17	9	8	2	17	*	-	11	7	3
		5%	6%	4%	12%	4%	5%	*	4%	6%	3%	4%	6%	5%	5%	4%	8%	7%	2%	-	6%	3%	3%
Quite well	(3)	444	252	192	39	83	69	70	77	105	59	135	116	116	123	91	15	89	9	4	113	96	50
		44%	52%	37%	35%	53%	42%	40%	48%	46%	53%	51%	45%	36%	73%	44%	55%	38%	37%	38%	61%	46%	57%
Quite badly	(2)	336	120	216	34	49	62	74	51	66	38	88	84	119	27	77	6	96	7	3	41	75	31
		34%	25%	42%	31%	31%	38%	42%	32%	29%	34%	33%	33%	37%	16%	38%	23%	41%	31%	33%	22%	36%	35%
Very badly	(1)	114	62	53	15	15	18	25	19	22	7	25	29	50	3	20	2	26	4	2	10	23	4
		11%	13%	10%	13%	9%	11%	14%	12%	10%	7%	9%	11%	15%	2%	10%	7%	11%	18%	24%	5%	11%	4%
NET: Badly		451	182	269	49	64	80	99	70	88	46	113	112	169	29	97	8	122	12	6	51	98	34
		45%	38%	52%	44%	41%	49%	56%	44%	38%	41%	43%	44%	52%	18%	47%	29%	52%	49%	58%	27%	47%	39%
Don't know		55	16	38	9	3	6	7	7	22	4	7	13	24	6	9	2	4	3	*	11	8	*
		5%	3%	7%	8%	2%	4%	4%	5%	9%	4%	3%	5%	7%	4%	4%	8%	2%	12%	4%	6%	4%	1%
Mean	2.46	2.54	2.37	2.51	2.53	2.43	2.27	2.46	2.54	2.54	2.51	2.49	2.33	2.86	2.45	2.70	2.43	2.26	2.14	2.71	2.43	2.60	
Standard deviation	0.77	0.81	0.73	0.90	0.73	0.77	0.71	0.76	0.78	0.67	0.72	0.79	0.82	0.52	0.73	0.74	0.79	0.83	0.84	0.66	0.74	0.63	
Standard error	0.03	0.04	0.03	0.13	0.06	0.07	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.14	0.05	0.17	0.27	0.05	0.05	0.07	

## Plymouth Moor View Poll

### CATI Fieldwork : 24th-28th November 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	459	541	55	136	137	182	189	300	250	200	172	339	183	222	28	216	26	11	211	244	81	
Weighted base	1000	482	518	112	156	164	177	161	230	112	265	257	326	167	204	28	232	24	10	186	209	88	
NET: Well	535	277	257	60	92	81	77	90	136	68	154	153	135	137	96	20	116	10	6	142	105	50	
	53%	58%	50%	54%	59%	49%	43%	56%	59%	60%	58%	59%	41%	82%	47%	74%	50%	43%	60%	76%	50%	57%	
Very well	(4)	58	31	27	8	10	8	5	9	18	6	13	18	15	13	7	3	17	*	1	14	13	5
		6%	6%	5%	7%	6%	5%	3%	5%	8%	5%	5%	7%	5%	8%	3%	11%	8%	2%	10%	7%	6%	6%
Quite well	(3)	477	246	230	51	82	73	71	81	117	62	141	134	120	124	89	17	99	10	5	128	92	46
		48%	51%	44%	46%	53%	45%	40%	50%	51%	55%	53%	52%	37%	74%	44%	63%	42%	41%	50%	69%	44%	52%
Quite badly	(2)	317	142	175	41	44	58	70	44	60	36	79	79	116	23	82	5	85	9	1	36	75	27
		32%	29%	34%	37%	28%	36%	39%	28%	26%	32%	30%	31%	36%	14%	40%	20%	36%	38%	15%	19%	36%	31%
Very badly	(1)	108	50	58	9	16	17	25	22	19	6	25	16	58	4	20	2	28	5	2	4	20	7
		11%	10%	11%	8%	10%	10%	14%	14%	8%	5%	9%	6%	18%	3%	10%	7%	12%	19%	21%	2%	10%	8%
NET: Badly		425	192	234	50	60	76	95	67	78	42	103	95	175	27	102	7	112	14	3	40	96	34
		43%	40%	45%	45%	38%	46%	54%	41%	34%	37%	39%	37%	54%	16%	50%	26%	48%	57%	35%	21%	46%	39%
Don't know		40	13	27	2	4	8	6	5	16	2	8	9	16	3	6	-	4	-	*	4	9	4
		4%	3%	5%	2%	2%	5%	3%	3%	7%	2%	3%	4%	5%	2%	3%	-	2%	-	4%	2%	4%	4%
Mean		2.50	2.55	2.46	2.54	2.56	2.46	2.33	2.49	2.63	2.62	2.56	2.63	2.30	2.89	2.41	2.78	2.46	2.25	2.53	2.83	2.49	2.57
Standard deviation		0.77	0.77	0.77	0.75	0.77	0.75	0.76	0.81	0.76	0.68	0.74	0.71	0.83	0.56	0.72	0.73	0.80	0.79	1.00	0.58	0.76	0.74
Standard error		0.02	0.04	0.03	0.10	0.07	0.07	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.14	0.06	0.16	0.32	0.04	0.05	0.08

## Plymouth Moor View Poll

### CATI Fieldwork : 24th-28th November 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	459	541	55	136	137	182	189	300	250	200	172	339	183	222	28	216	26	11	211	244	81
Weighted base	1000	482	518	112	156	164	177	161	230	112	265	257	326	167	204	28	232	24	10	186	209	88
I am satisfied with the job David Cameron is doing overall as Prime Minister	264 26%	129 27%	135 26%	23 20%	40 26%	50 30%	35 20%	43 27%	73 32%	30 27%	68 26%	71 28%	81 25%	108 64%	31 15%	6 21%	43 18%	5 22%	1 9%	96 51%	33 16%	24 27%
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	327 33%	150 31%	177 34%	41 37%	51 33%	58 36%	55 31%	56 35%	65 28%	41 36%	104 39%	97 38%	76 23%	58 34%	35 17%	11 38%	100 43%	5 21%	2 24%	79 42%	47 22%	37 42%
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%	125 26%	138 27%	28 25%	41 26%	36 22%	60 34%	44 27%	54 24%	31 27%	69 26%	49 19%	106 33%	2 1%	133 65%	7 27%	57 25%	10 44%	1 11%	8 4%	115 55%	20 22%
Refused	23 2%	13 3%	11 2%	- -	3 2%	2 1%	3 2%	3 2%	12 5%	3 2%	6 2%	4 1%	9 3%	- -	- -	- -	3 1%	2 8%	2 17%	1 *	1 *	1 1%
Don't know	123 12%	65 14%	57 11%	20 18%	21 13%	17 11%	25 14%	14 9%	25 11%	8 7%	18 7%	36 14%	54 16%	* *	5 2%	4 14%	30 13%	1 5%	4 39%	3 2%	13 6%	7 8%

## Plymouth Moor View Poll

### CATI Fieldwork : 24th-28th November 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	459	541	55	136	137	182	189	300	250	200	172	339	183	222	28	216	26	11	211	244	81
Weighted base	1000	482	518	112	156	164	177	161	230	112	265	257	326	167	204	28	232	24	10	186	209	88
Labour	110 11%	56 12%	54 10%	6 5%	25 16%	14 9%	18 10%	20 13%	27 12%	13 12%	42 16%	22 9%	29 9%	21 13%	34 16%	4 16%	23 10%	2 9%	- -	26 14%	33 16%	8 10%
The UK Independence Party (UKIP)	93 9%	57 12%	36 7%	17 16%	17 11%	13 8%	19 11%	14 9%	13 6%	7 7%	26 10%	22 9%	35 11%	8 5%	14 7%	9 33%	39 17%	4 15%	1 7%	14 7%	20 10%	13 15%
The Conservatives	61 6%	27 6%	35 7%	7 6%	7 5%	16 10%	9 5%	10 6%	13 6%	8 7%	14 5%	21 8%	18 5%	13 8%	10 5%	5 17%	11 5%	1 5%	2 16%	17 9%	13 6%	10 12%
The Liberal Democrat	16 2%	6 1%	10 2%	- -	7 5%	- -	2 1%	4 2%	2 1%	1 1%	4 2%	4 2%	6 2%	2 1%	2 1%	2 7%	3 1%	- -	- -	3 2%	2 1%	3 3%
None of them	781 78%	370 77%	411 79%	87 78%	117 75%	130 80%	145 82%	123 76%	178 78%	91 81%	201 76%	201 78%	255 78%	132 79%	153 75%	14 52%	176 76%	19 79%	8 84%	142 77%	154 74%	66 74%
Don't know	10 1%	2 1%	8 1%	2 2%	3 2%	2 1%	- -	1 1%	3 1%	- -	2 1%	4 2%	5 1%	- -	2 1%	- -	1 *	- -	- -	1 *	- -	- -

**Plymouth Moor View Poll**  
**CATI Fieldwork : 24th-28th November 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	459	541	55	136	137	182	189	300	250	200	172	339	183	222	28	216	26	11	211	244	81
Weighted base	1000	482	518	112	156	164	177	161	230	112	265	257	326	167	204	28	232	24	10	186	209	88
A Labour government	308	134	174	34	48	45	71	45	65	39	77	67	119	3	158	1	57	8	3	10	142	15
	31%	28%	34%	31%	31%	28%	40%	28%	28%	34%	29%	26%	36%	2%	77%	5%	25%	34%	35%	5%	68%	17%
A Conservative government	264	134	129	21	29	51	34	53	76	28	91	69	70	135	6	*	65	-	1	142	20	15
	26%	28%	25%	19%	18%	31%	19%	33%	33%	25%	34%	27%	21%	81%	3%	2%	28%	-	13%	76%	10%	17%
A coalition between the Conservatives and the Liberal Democrats	115	46	68	10	24	29	15	16	20	16	37	29	25	26	2	15	38	2	-	20	10	23
	11%	10%	13%	9%	16%	18%	9%	10%	9%	14%	14%	11%	8%	16%	1%	53%	17%	9%	-	11%	5%	26%
A coalition between Labour and the Liberal Democrats	108	63	45	18	27	16	18	12	17	13	25	35	35	1	34	9	27	9	1	5	23	21
	11%	13%	9%	16%	17%	10%	10%	8%	7%	11%	9%	14%	11%	*	16%	32%	12%	38%	7%	2%	11%	24%
Don't know	206	104	102	29	28	22	40	34	52	16	35	56	78	3	5	2	45	5	4	9	14	15
	21%	22%	20%	26%	18%	14%	22%	21%	23%	15%	13%	22%	24%	2%	3%	8%	19%	19%	45%	5%	7%	17%

**Plymouth Moor View Poll**  
**CATI Fieldwork : 24th-28th November 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	459 46%	482 48%
Female	541 54%	518 52%

**Plymouth Moor View Poll**  
**CATI Fieldwork : 24th-28th November 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	55 6%	112 11%
25-34	136 14%	156 16%
35-44	137 14%	164 16%
45-54	182 18%	177 18%
55-64	189 19%	161 16%
65 or older	300 30%	230 23%
Refused	1 *	1 *

**Plymouth Moor View Poll**  
**CATI Fieldwork : 24th-28th November 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	63 6%	28 3%
B	187 19%	85 8%
C1	200 20%	265 27%
C2	172 17%	257 26%
D	130 13%	140 14%
E	209 21%	186 19%
Refused	39 4%	39 4%



**Plymouth Moor View Poll**  
**CATI Fieldwork : 24th-28th November 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	211 21%	186 19%
Labour	244 24%	209 21%
Liberal Democrats	81 8%	88 9%
Another party	67 7%	69 7%
Did not vote	323 32%	377 38%
Refused	28 3%	23 2%
Don't know	46 5%	48 5%