

## North Devon Poll

### CATI Fieldwork : 29th October - 6th 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	457	543	54	96	139	166	183	359	330	200	159	260	255	110	130	185	54	8	257	75	247	
Weighted base	1000	486	514	92	122	153	177	177	276	168	264	264	252	219	98	144	188	53	9	216	39	270	
Certain to vote	(10)	530	262	268	21	41	65	101	110	190	114	140	116	131	160	47	85	107	33	5	165	26	177
		53%	54%	52%	23%	34%	42%	57%	62%	69%	68%	53%	44%	52%	73%	48%	59%	57%	63%	56%	76%	66%	65%
	(9)	53	32	20	5	4	4	10	13	17	9	18	9	15	10	6	10	16	3	-	14	3	19
		5%	7%	4%	5%	4%	2%	6%	7%	6%	5%	7%	3%	6%	4%	6%	7%	8%	5%	-	7%	7%	7%
	(8)	82	31	51	11	17	11	19	11	14	15	20	29	14	21	11	16	10	6	-	13	1	22
		8%	6%	10%	11%	14%	7%	11%	6%	5%	9%	7%	11%	5%	9%	11%	11%	5%	12%	-	6%	3%	8%
	(7)	52	32	20	14	7	8	4	9	10	9	12	18	10	5	7	6	12	2	-	7	2	19
		5%	7%	4%	15%	6%	5%	3%	5%	4%	5%	5%	7%	4%	2%	7%	4%	6%	4%	-	3%	5%	7%
	(6)	37	18	19	3	7	11	7	5	5	6	14	8	10	9	8	9	8	-	-	3	2	9
		4%	4%	4%	3%	5%	7%	4%	3%	2%	3%	5%	3%	4%	4%	8%	7%	4%	-	-	1%	5%	3%
	(5)	75	41	34	8	7	23	10	13	14	7	9	35	21	9	13	11	18	3	4	10	3	12
		7%	8%	7%	8%	6%	15%	6%	7%	5%	4%	3%	13%	8%	4%	13%	8%	10%	5%	44%	4%	7%	4%
	(4)	22	7	15	3	6	4	6	2	1	2	9	7	4	2	4	2	7	4	-	1	-	3
		2%	1%	3%	3%	5%	3%	4%	1%	*	1%	3%	2%	2%	1%	4%	2%	4%	7%	-	*	-	1%
	(3)	19	5	14	2	3	8	1	1	2	1	9	3	3	2	3	3	6	2	-	-	*	1
		2%	1%	3%	2%	3%	5%	1%	1%	1%	1%	3%	1%	1%	1%	3%	2%	3%	4%	-	-	1%	*
	(2)	23	12	11	8	5	3	3	-	4	*	5	8	10	*	-	1	5	-	-	-	-	3
		2%	3%	2%	9%	4%	2%	2%	-	2%	*	2%	3%	4%	*	-	1%	2%	-	-	-	-	1%
Definitely would not vote	(1)	103	44	59	18	25	17	12	12	18	5	28	31	31	-	-	-	-	-	-	3	1	6
		10%	9%	12%	19%	21%	11%	7%	7%	7%	3%	11%	12%	12%	-	-	-	-	-	-	1%	3%	2%
Refused		1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		3	1	2	-	-	-	1	1	1	-	1	-	1	-	-	-	-	-	-	1	1	-
		*	*	*	-	-	-	1%	*	*	-	*	-	1%	-	-	-	-	-	-	1%	1%	-
Mean		7.72	7.85	7.59	5.94	6.35	6.96	8.17	8.43	8.61	8.86	7.72	7.23	7.48	9.18	8.11	8.64	8.33	8.63	7.78	9.29	8.76	8.83
Standard deviation		3.12	3.01	3.22	3.40	3.55	3.19	2.81	2.65	2.66	2.14	3.16	3.19	3.32	1.62	2.21	2.01	2.38	2.21	2.63	1.64	2.28	2.08
Standard error		0.10	0.14	0.14	0.46	0.36	0.27	0.22	0.20	0.14	0.12	0.22	0.25	0.21	0.10	0.21	0.18	0.17	0.30	0.93	0.10	0.26	0.13

## North Devon Poll

### CATI Fieldwork : 29th October - 6th 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	457	543	54	96	139	166	183	359	330	200	159	260	255	110	130	185	54	8	257	75	247
Weighted base	1000	486	514	92	122	153	177	177	276	168	264	264	252	219	98	144	188	53	9	216	39	270
Conservative	219	103	116	9	17	26	43	49	76	56	65	46	46	219	-	-	-	-	-	141	3	23
	22%	21%	23%	10%	14%	17%	24%	28%	27%	33%	25%	17%	18%	100%	-	-	-	-	-	65%	8%	9%
Labour	98	46	52	15	16	14	13	15	24	16	32	18	29	-	98	-	-	-	-	7	19	28
	10%	9%	10%	17%	13%	9%	7%	8%	9%	9%	12%	7%	12%	-	100%	-	-	-	-	3%	49%	11%
Liberal Democrat	144	71	72	2	20	30	26	24	42	25	33	48	34	-	-	144	-	-	-	5	2	105
	14%	15%	14%	3%	16%	19%	15%	14%	15%	15%	13%	18%	14%	-	-	100%	-	-	-	2%	5%	39%
The UK Independence Party (UKIP)	188	111	77	11	21	20	42	35	60	27	44	59	45	-	-	-	188	-	-	40	7	40
	19%	23%	15%	12%	17%	13%	24%	20%	22%	16%	17%	22%	18%	-	-	-	100%	-	-	19%	17%	15%
The Green Party	53	25	27	11	6	14	7	9	6	15	16	8	13	-	-	-	-	53	-	-	2	16
	5%	5%	5%	12%	5%	9%	4%	5%	2%	9%	6%	3%	5%	-	-	-	-	100%	-	-	6%	6%
The British National Party (BNP)	2	2	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	19%	-	-	-
Some other party	8	3	5	-	3	-	2	1	2	2	1	4	1	-	-	-	-	-	8	1	-	4
	1%	1%	1%	-	2%	-	1%	*	1%	1%	*	1%	*	-	-	-	-	-	81%	1%	-	2%
Would not vote	103	44	59	18	25	17	12	12	18	5	28	31	31	-	-	-	-	-	-	3	1	6
	10%	9%	12%	19%	21%	11%	7%	7%	7%	3%	11%	12%	12%	-	-	-	-	-	-	1%	3%	2%
Refused	57	26	31	2	-	7	10	13	25	8	15	12	14	-	-	-	-	-	-	9	1	8
	6%	5%	6%	2%	-	4%	5%	7%	9%	5%	6%	5%	5%	-	-	-	-	-	-	4%	3%	3%
Don't know	128	55	73	23	15	25	22	19	25	14	30	37	40	-	-	-	-	-	-	10	3	40
	13%	11%	14%	25%	12%	16%	12%	11%	9%	8%	11%	14%	16%	-	-	-	-	-	-	5%	8%	15%

## North Devon Poll

### CATI Fieldwork : 29th October - 6th 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	546	265	281	17	44	62	94	106	220	217	108	72	127	202	76	94	130	40	4	190	52	159
Weighted base	500	257	243	25	51	63	96	100	164	109	134	118	118	171	61	101	125	37	5	158	26	167
Conservative	171	80	91	7	12	16	33	39	64	44	52	33	37	171	-	-	-	-	-	119	2	19
	34%	31%	37%	28%	23%	26%	34%	39%	39%	40%	39%	28%	31%	100%	-	-	-	-	-	75%	6%	11%
Labour	61	28	33	8	11	8	7	9	18	12	19	6	20	-	61	-	-	-	-	3	15	20
	12%	11%	13%	32%	21%	13%	7%	9%	11%	11%	14%	5%	17%	-	100%	-	-	-	-	2%	57%	12%
Liberal Democrat	101	50	50	2	11	19	21	18	30	20	24	32	23	-	-	101	-	-	-	3	2	82
	20%	20%	21%	7%	21%	30%	22%	18%	19%	18%	18%	27%	19%	-	-	100%	-	-	-	2%	8%	49%
The UK Independence Party (UKIP)	125	77	48	4	10	9	29	26	47	21	29	38	27	-	-	-	125	-	-	32	5	30
	25%	30%	20%	17%	19%	14%	30%	26%	29%	19%	22%	32%	23%	-	-	-	100%	-	-	20%	20%	18%
The Green Party	37	20	18	4	5	9	6	8	5	11	10	6	12	-	-	-	-	37	-	-	2	13
	7%	8%	7%	16%	10%	15%	6%	8%	3%	10%	7%	5%	10%	-	-	-	-	100%	-	-	9%	8%
The British National Party (BNP)	2	2	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-
	*	1%	-	-	-	2%	-	-	-	-	-	1%	-	-	-	-	-	-	30%	-	-	-
Some other party	4	*	3	-	3	-	1	*	*	1	*	2	*	-	-	-	-	-	4	*	-	3
	1%	*	1%	-	5%	-	1%	*	*	1%	*	2%	*	-	-	-	-	-	70%	*	-	2%

**North Devon Poll**  
**CATI Fieldwork : 29th October - 6th 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	34%
Labour	12%
Liberal Democrat	22%
UKIP	24%
Green	7%
Other	1%

## North Devon Poll

### CATI Fieldwork : 29th October - 6th 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	457	543	54	96	139	166	183	359	330	200	159	260	255	110	130	185	54	8	257	75	247
Weighted base	1000	486	514	92	122	153	177	177	276	168	264	264	252	219	98	144	188	53	9	216	39	270
Conservative	202	96	106	12	14	21	38	41	77	45	57	52	42	176	3	1	6	-	-	134	3	16
	20%	20%	21%	13%	11%	14%	21%	23%	28%	27%	22%	19%	17%	80%	3%	1%	3%	-	-	62%	8%	6%
Labour	79	35	44	12	12	11	13	11	19	12	30	13	23	2	62	7	1	1	-	9	16	20
	8%	7%	9%	13%	10%	7%	7%	7%	7%	7%	11%	5%	9%	1%	63%	5%	1%	1%	-	4%	41%	7%
Liberal Democrat	224	107	118	5	26	50	42	40	61	39	65	60	57	27	21	125	21	4	-	20	7	133
	22%	22%	23%	6%	21%	33%	24%	23%	22%	23%	24%	23%	22%	12%	21%	87%	11%	7%	-	9%	18%	49%
The UK Independence Party (UKIP)	183	109	74	17	19	17	38	35	57	28	37	57	47	9	7	1	156	-	2	35	6	39
	18%	22%	14%	19%	15%	11%	21%	20%	21%	16%	14%	22%	19%	4%	7%	1%	83%	-	19%	16%	16%	14%
The Green Party	55	27	28	10	8	10	13	9	7	14	16	8	15	-	4	*	*	48	-	-	2	15
	6%	6%	5%	11%	6%	6%	7%	5%	2%	8%	6%	3%	6%	-	4%	*	*	90%	-	-	5%	5%
The British National Party (BNP)	1	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
	*	*	-	-	1%	-	-	-	-	*	-	-	-	-	1%	-	-	-	-	-	-	-
Some other party	14	7	7	-	7	2	2	1	3	2	3	4	5	-	*	5	-	-	6	1	*	9
	1%	1%	1%	-	5%	1%	1%	*	1%	1%	1%	1%	2%	-	*	3%	-	-	59%	1%	1%	3%
Would not vote	103	44	59	18	25	17	12	12	18	5	28	31	31	-	-	-	-	-	-	3	1	6
	10%	9%	12%	19%	21%	11%	7%	7%	7%	3%	11%	12%	12%	-	-	-	-	-	-	1%	3%	2%
Refused	38	18	19	-	-	4	6	10	16	7	8	9	9	-	-	-	-	-	-	2	1	3
	4%	4%	4%	-	-	3%	3%	6%	6%	4%	3%	3%	4%	-	-	-	-	-	-	1%	2%	1%
Don't know	100	42	58	17	12	21	14	17	18	16	21	30	23	6	1	4	3	1	2	12	3	29
	10%	9%	11%	19%	9%	14%	8%	10%	7%	10%	8%	11%	9%	3%	1%	3%	1%	1%	23%	6%	6%	11%

## North Devon Poll

### CATI Fieldwork : 29th October - 6th 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	569	275	294	19	45	65	102	108	228	217	116	75	139	197	75	91	129	39	4	194	52	169
Weighted base	530	272	258	30	54	65	105	102	172	109	146	121	132	167	61	99	123	37	5	162	27	180
Conservative	157	73	83	9	9	13	30	32	64	36	48	35	33	140	2	1	3	-	-	114	2	13
	30%	27%	32%	28%	17%	20%	28%	31%	37%	33%	33%	28%	25%	84%	4%	1%	3%	-	-	70%	6%	7%
Labour	50	23	27	7	7	8	7	8	12	8	20	4	16	1	38	5	1	1	-	4	12	15
	9%	8%	10%	24%	13%	12%	7%	7%	7%	8%	14%	3%	12%	1%	63%	5%	1%	2%	-	2%	46%	8%
Liberal Democrat	150	71	78	3	14	29	31	28	44	31	42	37	37	19	14	89	12	2	-	16	6	103
	28%	26%	30%	10%	26%	44%	30%	28%	26%	28%	29%	30%	28%	12%	22%	90%	10%	5%	-	10%	23%	57%
The UK Independence Party (UKIP)	125	80	45	8	11	7	26	27	45	21	26	37	30	7	4	1	107	-	2	28	5	29
	24%	29%	18%	27%	21%	11%	25%	26%	26%	20%	18%	31%	22%	4%	6%	1%	87%	-	32%	17%	18%	16%
The Green Party	39	21	19	3	7	8	9	7	6	10	9	7	13	-	2	*	*	35	-	-	2	12
	7%	8%	7%	11%	12%	12%	8%	7%	3%	9%	6%	5%	10%	-	3%	*	*	94%	-	-	6%	7%
The British National Party (BNP)	1	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
	*	*	-	-	1%	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-
Some other party	8	4	5	-	5	1	2	*	*	2	1	2	3	-	*	2	-	-	3	*	*	7
	2%	1%	2%	-	10%	1%	2%	*	*	2%	1%	2%	2%	-	*	2%	-	-	68%	*	1%	4%

**North Devon Poll**  
**CATI Fieldwork : 29th October - 6th 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	30%
Labour	9%
Liberal Democrat	29%
UKIP	23%
Green	7%
Other	2%

## North Devon Poll

### CATI Fieldwork : 29th October - 6th 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	457	543	54	96	139	166	183	359	330	200	159	260	255	110	130	185	54	8	257	75	247
Weighted base	1000	486	514	92	122	153	177	177	276	168	264	264	252	219	98	144	188	53	9	216	39	270
I would not vote Labour	581	287	294	48	52	69	116	118	178	103	151	158	138	181	-	70	149	33	9	179	6	140
	58%	59%	57%	52%	42%	45%	66%	67%	64%	62%	57%	60%	55%	82%	-	49%	79%	63%	93%	83%	15%	52%
I would not vote UKIP	533	256	277	59	65	81	90	91	145	105	143	131	135	151	78	112	-	48	7	126	26	162
	53%	53%	54%	65%	53%	53%	51%	52%	53%	62%	54%	50%	54%	69%	80%	78%	-	91%	75%	59%	66%	60%
I would not vote Liberal Democrat	501	263	238	51	54	62	93	89	153	81	133	130	126	140	58	-	133	27	9	162	25	69
	50%	54%	46%	55%	44%	40%	52%	50%	55%	48%	50%	49%	50%	64%	59%	-	71%	51%	93%	75%	64%	25%
I would not vote Conservative	478	250	228	41	70	76	93	72	125	69	131	112	141	-	74	101	123	41	8	21	29	185
	48%	51%	44%	45%	57%	50%	52%	41%	45%	41%	50%	42%	56%	-	76%	70%	66%	79%	82%	10%	75%	68%
None of these - I would potentially vote for all of them	74	30	44	7	12	19	9	11	16	9	19	20	20	9	5	6	6	1	-	5	-	7
	7%	6%	9%	8%	10%	13%	5%	6%	6%	5%	7%	8%	8%	4%	5%	4%	3%	2%	-	2%	-	2%
Don't know	25	6	19	-	2	3	3	5	11	2	5	5	9	-	-	1	1	-	-	2	1	1
	3%	1%	4%	-	1%	2%	2%	3%	4%	1%	2%	2%	3%	-	-	1%	1%	-	-	1%	2%	*



## North Devon Poll

### CATI Fieldwork : 29th October - 6th 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	457	543	54	96	139	166	183	359	330	200	159	260	255	110	130	185	54	8	257	75	247	
Weighted base	1000	486	514	92	122	153	177	177	276	168	264	264	252	219	98	144	188	53	9	216	39	270	
NET: Well	593	318	275	58	64	77	102	116	177	112	149	175	128	183	47	89	107	22	3	165	21	166	
	59%	65%	54%	63%	52%	50%	58%	65%	64%	67%	56%	66%	51%	83%	48%	62%	57%	42%	35%	77%	54%	61%	
Very well	(4)	42	24	18	6	3	2	4	5	23	9	10	7	13	21	3	6	3	-	-	17	1	9
		4%	5%	4%	6%	2%	1%	2%	3%	8%	5%	4%	3%	5%	9%	3%	4%	2%	-	-	8%	4%	3%
Quite well	(3)	551	294	257	52	61	75	98	111	154	103	138	168	114	162	43	83	104	22	3	148	20	156
		55%	60%	50%	57%	50%	49%	55%	63%	56%	61%	52%	64%	45%	74%	44%	58%	55%	42%	35%	69%	50%	58%
Quite badly	(2)	291	117	174	17	47	56	57	48	66	44	83	69	82	29	40	45	53	27	2	35	14	92
		29%	24%	34%	19%	39%	36%	32%	27%	24%	26%	31%	26%	33%	13%	41%	32%	28%	51%	20%	16%	36%	34%
Very badly	(1)	86	43	43	17	8	17	13	10	19	6	27	14	33	4	10	5	24	1	4	11	3	4
		9%	9%	8%	18%	7%	11%	7%	6%	7%	3%	10%	5%	13%	2%	10%	4%	13%	3%	45%	5%	8%	2%
NET: Badly		377	160	217	34	56	73	70	57	85	50	110	83	115	33	50	51	77	29	6	46	17	96
		38%	33%	42%	37%	45%	47%	40%	33%	31%	30%	41%	31%	46%	15%	51%	35%	41%	54%	65%	21%	44%	36%
Don't know		30	8	22	-	3	4	5	4	14	6	6	7	9	3	1	4	4	2	-	5	1	9
		3%	2%	4%	-	2%	2%	3%	2%	5%	4%	2%	3%	4%	2%	1%	3%	2%	4%	-	2%	2%	3%
Mean		2.57	2.62	2.51	2.51	2.49	2.41	2.54	2.64	2.69	2.71	2.51	2.65	2.45	2.92	2.42	2.64	2.47	2.41	1.91	2.81	2.51	2.65
Standard deviation		0.71	0.72	0.71	0.87	0.66	0.70	0.67	0.63	0.73	0.62	0.74	0.62	0.79	0.55	0.72	0.63	0.74	0.55	0.94	0.65	0.70	0.58
Standard error		0.02	0.03	0.03	0.12	0.07	0.06	0.05	0.05	0.04	0.03	0.05	0.05	0.05	0.03	0.07	0.06	0.06	0.08	0.33	0.04	0.08	0.04

## North Devon Poll

### CATI Fieldwork : 29th October - 6th 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	457	543	54	96	139	166	183	359	330	200	159	260	255	110	130	185	54	8	257	75	247	
Weighted base	1000	486	514	92	122	153	177	177	276	168	264	264	252	219	98	144	188	53	9	216	39	270	
NET: Well	631	335	296	64	74	81	106	113	192	118	170	176	136	184	59	100	107	23	4	164	23	179	
	63%	69%	58%	70%	61%	53%	60%	64%	69%	70%	64%	67%	54%	84%	60%	70%	57%	44%	42%	76%	58%	66%	
Very well	(4)	42	25	17	4	5	7	7	5	14	10	5	15	8	16	1	11	3	-	2	16	2	11
		4%	5%	3%	4%	4%	4%	4%	3%	5%	6%	2%	6%	3%	7%	1%	7%	2%	-	23%	7%	4%	4%
Quite well	(3)	589	311	279	60	69	75	99	108	178	108	165	162	128	168	58	90	103	23	2	148	21	168
		59%	64%	54%	66%	57%	49%	56%	61%	64%	64%	62%	61%	51%	77%	59%	62%	55%	44%	18%	68%	54%	62%
Quite badly	(2)	230	94	136	16	36	47	41	42	48	33	69	57	63	23	22	32	46	26	1	29	11	70
		23%	19%	27%	18%	29%	30%	23%	24%	17%	19%	26%	22%	25%	11%	22%	23%	25%	50%	13%	14%	28%	26%
Very badly	(1)	99	46	54	11	10	20	24	15	17	10	19	21	41	6	17	9	29	-	4	14	4	16
		10%	9%	10%	12%	8%	13%	13%	9%	6%	6%	7%	8%	16%	3%	17%	6%	16%	-	45%	6%	9%	6%
NET: Badly		330	139	190	27	46	67	65	57	65	42	88	78	104	29	38	41	75	26	5	43	15	86
		33%	29%	37%	30%	37%	43%	37%	32%	24%	25%	33%	29%	41%	13%	39%	29%	40%	50%	58%	20%	37%	32%
Don't know		39	12	28	-	2	6	6	6	19	8	7	10	12	6	1	2	6	3	-	9	2	6
		4%	2%	5%	-	2%	4%	3%	3%	7%	5%	2%	4%	5%	3%	1%	2%	3%	6%	-	4%	5%	2%
Mean		2.60	2.66	2.53	2.62	2.58	2.46	2.52	2.60	2.73	2.74	2.60	2.67	2.43	2.91	2.45	2.72	2.44	2.47	2.21	2.80	2.56	2.66
Standard deviation		0.73	0.72	0.74	0.76	0.70	0.78	0.78	0.70	0.66	0.66	0.65	0.71	0.81	0.54	0.79	0.69	0.78	0.50	1.31	0.67	0.74	0.65
Standard error		0.02	0.03	0.03	0.10	0.07	0.07	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.03	0.08	0.06	0.06	0.07	0.46	0.04	0.09	0.04

## North Devon Poll

### CATI Fieldwork : 29th October - 6th 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	457	543	54	96	139	166	183	359	330	200	159	260	255	110	130	185	54	8	257	75	247
Weighted base	1000	486	514	92	122	153	177	177	276	168	264	264	252	219	98	144	188	53	9	216	39	270
I am satisfied with the job David Cameron is doing overall as Prime Minister	361 36%	175 36%	186 36%	30 33%	45 37%	43 28%	61 35%	73 41%	107 39%	68 40%	100 38%	102 39%	80 32%	161 73%	22 22%	47 33%	39 21%	5 10%	5 52%	134 62%	9 23%	76 28%
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	313 31%	156 32%	157 31%	30 33%	35 29%	52 34%	57 33%	57 32%	81 29%	53 32%	69 26%	95 36%	78 31%	48 22%	14 14%	51 35%	94 50%	18 34%	1 13%	68 31%	5 13%	93 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.	198 20%	99 20%	99 19%	24 26%	25 21%	32 21%	39 22%	26 15%	52 19%	32 19%	60 23%	41 15%	56 22%	9 4%	58 59%	37 26%	36 19%	21 40%	1 7%	10 4%	22 56%	76 28%
Refused	33 3%	16 3%	18 3%	- -	4 3%	3 2%	9 5%	4 2%	13 5%	2 1%	10 4%	8 3%	7 3%	- -	2 2%	- -	5 3%	1 2%	1 10%	- -	1 3%	- -
Don't know	94 9%	40 8%	54 10%	7 8%	13 10%	23 15%	10 6%	16 9%	24 9%	13 8%	24 9%	18 7%	32 13%	1 *	2 2%	9 6%	13 7%	7 14%	2 19%	5 2%	2 5%	26 9%

## North Devon Poll

### CATI Fieldwork : 29th October - 6th 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	457	543	54	96	139	166	183	359	330	200	159	260	255	110	130	185	54	8	257	75	247
Weighted base	1000	486	514	92	122	153	177	177	276	168	264	264	252	219	98	144	188	53	9	216	39	270
The Conservatives	263 26%	130 27%	133 26%	9 10%	24 19%	32 21%	44 25%	52 29%	102 37%	61 36%	66 25%	63 24%	61 24%	84 38%	23 23%	43 30%	41 22%	15 28%	3 28%	79 37%	14 36%	77 29%
The Liberal Democrat	152 15%	81 17%	71 14%	12 13%	8 7%	26 17%	23 13%	29 17%	53 19%	38 23%	51 19%	29 11%	25 10%	36 16%	15 15%	37 26%	18 9%	11 20%	1 12%	28 13%	6 14%	72 27%
The UK Independence Party (UKIP)	77 8%	41 8%	36 7%	11 12%	17 14%	11 7%	12 7%	9 5%	18 6%	16 9%	32 12%	10 4%	12 5%	12 6%	4 4%	14 9%	19 10%	9 17%	1 12%	13 6%	2 5%	22 8%
Labour	51 5%	21 4%	30 6%	11 12%	6 5%	4 3%	12 7%	5 3%	13 5%	10 6%	19 7%	8 3%	12 5%	5 3%	8 8%	8 6%	7 4%	10 18%	-	6 3%	2 5%	19 7%
None of them	604 60%	284 58%	320 62%	64 70%	82 67%	95 62%	110 62%	103 58%	148 54%	82 49%	154 58%	170 64%	169 67%	115 52%	58 60%	73 51%	119 63%	29 55%	5 53%	122 57%	21 53%	143 53%
Don't know	11 1%	5 1%	6 1%	3 3%	2 1%	2 1%	-	3 1%	1 *	2 1%	-	7 3%	1 *	1 *	-	1 1%	4 2%	-	1 7%	1 1%	-	1 *

## North Devon Poll

### CATI Fieldwork : 29th October - 6th 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	457	543	54	96	139	166	183	359	330	200	159	260	255	110	130	185	54	8	257	75	247
Weighted base	1000	486	514	92	122	153	177	177	276	168	264	264	252	219	98	144	188	53	9	216	39	270
A Conservative government	326 33%	162 33%	164 32%	29 32%	22 18%	39 25%	66 37%	69 39%	100 36%	69 41%	87 33%	92 35%	62 25%	191 87%	4 4%	14 10%	57 30%	6 12%	2 23%	169 78%	5 12%	40 15%
A Labour government	181 18%	84 17%	97 19%	16 18%	29 24%	34 22%	28 16%	25 14%	49 18%	25 15%	55 21%	32 12%	61 24%	- -	70 71%	23 16%	41 22%	8 14%	1 7%	9 4%	22 56%	62 23%
A coalition between the Conservatives and the Liberal Democrats	167 17%	81 17%	85 17%	15 16%	19 15%	26 17%	30 17%	37 21%	40 14%	33 19%	42 16%	51 19%	38 15%	27 12%	2 2%	57 40%	26 14%	12 22%	1 12%	24 11%	2 4%	74 27%
A coalition between Labour and the Liberal Democrats	134 13%	70 14%	64 12%	15 16%	23 19%	23 15%	27 15%	19 11%	27 10%	20 12%	35 13%	37 14%	39 16%	1 *	22 22%	38 27%	24 13%	16 30%	- -	3 2%	6 14%	56 21%
Don't know	192 19%	89 18%	103 20%	17 18%	29 23%	31 20%	26 14%	27 15%	60 22%	21 12%	45 17%	52 20%	51 20%	* *	1 1%	11 8%	40 22%	11 21%	5 58%	11 5%	5 13%	38 14%

**North Devon Poll**  
**CATI Fieldwork : 29th October - 6th 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	457 46%	486 49%
Female	543 54%	514 51%

**North Devon Poll**  
**CATI Fieldwork : 29th October - 6th 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	54 5%	92 9%
25-34	96 10%	122 12%
35-44	139 14%	153 15%
45-54	166 17%	177 18%
55-64	183 18%	177 18%
65 or older	359 36%	276 28%
Refused	3 *	3 *

**North Devon Poll**  
**CATI Fieldwork : 29th October - 6th 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	111 11%	57 6%
B	219 22%	111 11%
C1	200 20%	264 26%
C2	159 16%	264 26%
D	101 10%	114 11%
E	159 16%	138 14%
Refused	51 5%	51 5%



**North Devon Poll**  
**CATI Fieldwork : 29th October - 6th 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	257 26%	216 22%
Labour	75 8%	39 4%
Liberal Democrats	247 25%	270 27%
Another party	74 7%	69 7%
Did not vote	263 26%	324 32%
Refused	47 5%	41 4%
Don't know	37 4%	40 4%