

## North Devon Poll

### CATI Fieldwork : 24th-26th March 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	1001	469	532	44	95	133	169	199	358	323	201	179	250	327	92	127	137	51	18	280	68	231	
Weighted base	1001	487	514	92	122	154	177	177	277	169	266	265	253	292	89	136	145	59	18	223	38	271	
Certain to vote	(10)	586	294	292	38	35	91	94	123	202	118	162	131	143	217	53	99	89	35	12	183	26	197
		58%	60%	57%	41%	29%	59%	53%	70%	73%	70%	61%	49%	56%	74%	59%	73%	61%	60%	65%	82%	69%	73%
	(9)	37	18	18	4	10	2	5	5	10	7	9	8	12	11	5	5	3	6	-	6	3	10
		4%	4%	4%	4%	8%	1%	3%	3%	4%	4%	4%	3%	5%	4%	5%	3%	2%	10%	-	3%	7%	4%
	(8)	80	29	51	13	12	14	10	13	17	14	20	16	25	23	10	6	14	6	1	14	2	22
		8%	6%	10%	15%	10%	9%	5%	8%	6%	8%	7%	6%	10%	8%	11%	5%	9%	10%	5%	6%	5%	8%
	(7)	50	24	26	13	10	4	13	5	5	4	14	20	10	19	7	2	14	-	-	6	1	9
		5%	5%	5%	14%	8%	2%	7%	3%	2%	2%	5%	8%	4%	7%	7%	2%	10%	-	-	3%	3%	3%
	(6)	20	11	9	1	5	6	3	3	3	2	4	4	10	5	3	4	3	-	1	2	-	5
		2%	2%	2%	1%	4%	4%	1%	1%	1%	1%	1%	2%	4%	2%	3%	3%	2%	-	4%	1%	-	2%
	(5)	79	37	42	4	14	10	19	13	19	9	19	29	15	12	7	13	15	6	2	10	2	15
		8%	8%	8%	5%	11%	7%	10%	8%	7%	5%	7%	11%	6%	4%	8%	10%	11%	10%	9%	4%	5%	6%
	(4)	17	9	8	6	6	2	*	2	1	2	7	5	4	1	*	-	-	3	1	1	*	2
		2%	2%	1%	7%	5%	1%	*	1%	*	1%	2%	2%	1%	*	1%	-	-	4%	8%	1%	1%	1%
	(3)	20	4	16	-	7	3	5	2	3	2	7	5	6	4	3	2	6	-	1	-	1	2
		2%	1%	3%	-	6%	2%	3%	1%	1%	1%	3%	2%	2%	1%	3%	2%	4%	-	4%	-	3%	1%
	(2)	16	13	3	3	7	2	3	-	2	1	1	12	2	-	2	4	1	4	1	-	2	2
		2%	3%	1%	3%	6%	1%	2%	-	1%	1%	*	5%	1%	-	3%	3%	1%	6%	5%	-	5%	1%
Definitely would not vote	(1)	92	45	47	8	16	20	25	10	14	10	22	32	27	-	-	-	-	-	-	2	1	6
		9%	9%	9%	8%	13%	13%	14%	6%	5%	6%	8%	12%	11%	-	-	-	-	-	-	1%	2%	2%
Refused		1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		3	2	1	2	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		*	*	*	2%	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Mean		7.97	7.99	7.95	7.52	6.40	7.78	7.43	8.67	8.79	8.69	8.10	7.28	7.91	9.21	8.54	8.85	8.54	8.45	8.12	9.38	8.63	8.99
Standard deviation		3.02	3.06	2.99	2.93	3.29	3.24	3.36	2.51	2.46	2.55	2.94	3.34	3.07	1.57	2.20	2.20	2.16	2.49	2.85	1.58	2.60	2.06
Standard error		0.10	0.14	0.13	0.45	0.34	0.28	0.26	0.18	0.13	0.14	0.21	0.25	0.19	0.09	0.23	0.20	0.18	0.35	0.67	0.09	0.32	0.14

## North Devon Poll

### CATI Fieldwork : 24th-26th March 2015

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	469	532	44	95	133	169	199	358	323	201	179	250	327	92	127	137	51	18	280	68	231
Weighted base	1001	487	514	92	122	154	177	177	277	169	266	265	253	292	89	136	145	59	18	223	38	271
Conservative	292	148	145	23	25	43	43	55	103	60	96	71	53	292	-	-	-	-	-	162	6	52
	29%	30%	28%	26%	20%	28%	24%	31%	37%	36%	36%	27%	21%	100%	-	-	-	-	-	73%	16%	19%
Labour	89	40	50	10	16	13	23	16	11	18	25	18	27	-	89	-	-	-	-	2	17	38
	9%	8%	10%	11%	13%	8%	13%	9%	4%	11%	9%	7%	10%	-	100%	-	-	-	-	1%	46%	14%
Liberal Democrat	136	63	73	8	15	16	21	23	50	31	32	31	34	-	-	136	-	-	-	7	2	100
	14%	13%	14%	9%	12%	10%	12%	13%	18%	18%	12%	12%	13%	-	-	100%	-	-	-	3%	6%	37%
The UK Independence Party (UKIP)	145	86	58	17	17	21	27	29	33	13	29	47	52	-	-	-	145	-	-	26	5	19
	14%	18%	11%	18%	14%	14%	15%	17%	12%	8%	11%	18%	20%	-	-	-	100%	-	-	12%	15%	7%
The Green Party	59	28	31	10	8	15	10	10	5	11	17	17	9	-	-	-	-	59	-	1	1	23
	6%	6%	6%	11%	7%	10%	6%	6%	2%	7%	6%	7%	3%	-	-	-	-	100%	-	*	3%	8%
The British National Party (BNP)	2	1	1	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	2	1	-	-
	*	*	*	-	-	1%	-	-	*	-	-	*	1%	-	-	-	-	-	12%	1%	-	-
Some other party	16	10	6	-	1	2	4	7	3	2	3	5	6	-	-	-	-	-	16	1	2	4
	2%	2%	1%	-	1%	1%	2%	4%	1%	1%	1%	2%	2%	-	-	-	-	-	88%	*	4%	2%
Would not vote	92	45	47	8	16	20	25	10	14	10	22	32	27	-	-	-	-	-	-	2	1	6
	9%	9%	9%	8%	13%	13%	14%	6%	5%	6%	8%	12%	11%	-	-	-	-	-	-	1%	2%	2%
Refused	66	29	36	2	3	9	7	10	34	7	10	14	25	-	-	-	-	-	-	6	1	4
	7%	6%	7%	3%	3%	6%	4%	6%	12%	4%	4%	5%	10%	-	-	-	-	-	-	3%	3%	2%
Don't know	104	36	68	13	19	14	17	17	24	17	30	30	20	-	-	-	-	-	-	14	2	23
	10%	7%	13%	14%	16%	9%	10%	9%	9%	10%	11%	11%	8%	-	-	-	-	-	-	6%	5%	9%

## North Devon Poll

### CATI Fieldwork : 24th-26th March 2015

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	572	290	282	24	39	70	87	128	222	208	118	89	137	262	67	96	98	37	12	214	46	160
Weighted base	544	281	263	48	47	83	88	110	166	108	150	129	136	229	62	100	99	41	12	168	26	185
Conservative	229	119	111	19	18	33	29	45	86	49	72	55	45	229	-	-	-	-	-	137	5	41
	42%	42%	42%	39%	38%	40%	33%	41%	52%	46%	48%	43%	33%	100%	-	-	-	-	-	81%	18%	22%
Labour	62	25	37	7	9	10	16	11	9	14	21	9	18	-	62	-	-	-	-	2	13	29
	11%	9%	14%	16%	19%	12%	18%	10%	5%	13%	14%	7%	13%	-	100%	-	-	-	-	1%	52%	16%
Liberal Democrat	100	49	51	5	8	13	15	20	37	26	24	18	27	-	-	100	-	-	-	6	2	80
	18%	17%	19%	11%	18%	16%	17%	18%	22%	24%	16%	14%	20%	-	-	100%	-	-	-	4%	7%	43%
The UK Independence Party (UKIP)	99	62	37	10	8	13	18	23	27	9	20	32	35	-	-	-	99	-	-	21	5	16
	18%	22%	14%	20%	17%	16%	20%	21%	16%	8%	14%	25%	26%	-	-	-	100%	-	-	12%	19%	8%
The Green Party	41	19	22	7	4	12	7	7	4	9	12	11	7	-	-	-	-	41	-	*	1	17
	8%	7%	8%	14%	8%	15%	8%	7%	3%	8%	8%	8%	5%	-	-	-	-	100%	-	*	4%	9%
The British National Party (BNP)	2	1	1	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	2	1	-	-
	*	*	*	-	-	1%	-	-	*	-	-	1%	1%	-	-	-	-	-	17%	1%	-	-
Some other party	10	6	4	-	*	1	3	3	2	1	1	3	4	-	-	-	-	-	10	1	*	2
	2%	2%	1%	-	*	1%	4%	3%	1%	1%	1%	3%	3%	-	-	-	-	-	83%	1%	*	1%

**North Devon Poll**  
**CATI Fieldwork : 24th-26th March 2015**

Col percents

Table 4

**Voting Intention (Turnout Weighted)**

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

	<u>Total</u>
Conservative	42%
Labour	11%
Liberal Democrat	19%
UKIP	18%
Green	7%
Other	2%

## North Devon Poll

### CATI Fieldwork : 24th-26th March 2015

Absolutes/col percents

Table 5

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

**Base: All respondents**

	Total	Gender		Age					SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	469	532	44	95	133	169	199	358	323	201	179	250	327	92	127	137	51	18	280	68	231
Weighted base	1001	487	514	92	122	154	177	177	277	169	266	265	253	292	89	136	145	59	18	223	38	271
Conservative	269	138	132	24	25	42	34	46	99	54	90	67	46	240	3	1	10	2	1	156	6	34
	27%	28%	26%	26%	21%	27%	19%	26%	36%	32%	34%	25%	18%	82%	3%	1%	7%	4%	7%	70%	15%	13%
Labour	59	31	28	10	10	4	12	12	10	14	15	12	17	-	54	2	-	*	-	1	13	23
	6%	6%	5%	11%	8%	3%	7%	7%	4%	8%	6%	4%	7%	-	60%	2%	-	1%	-	1%	36%	9%
Liberal Democrat	228	105	123	10	28	34	40	44	70	46	59	48	67	38	19	127	11	10	3	24	7	137
	23%	22%	24%	11%	23%	22%	23%	25%	25%	27%	22%	18%	26%	13%	21%	94%	8%	16%	16%	11%	19%	51%
The UK Independence Party (UKIP)	130	69	61	17	16	16	24	29	27	13	23	43	44	4	1	-	119	-	1	22	4	15
	13%	14%	12%	18%	13%	10%	14%	16%	10%	8%	9%	16%	17%	1%	1%	-	82%	-	5%	10%	12%	6%
The Green Party	48	18	30	5	10	9	11	7	6	12	11	13	6	1	5	2	-	37	-	2	2	20
	5%	4%	6%	6%	8%	6%	6%	4%	2%	7%	4%	5%	2%	*	6%	1%	-	62%	-	1%	5%	8%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	18	12	6	-	1	3	5	6	3	2	5	5	4	1	1	-	-	1	11	2	2	4
	2%	2%	1%	-	1%	2%	3%	3%	1%	1%	2%	2%	2%	*	1%	-	-	2%	61%	1%	4%	1%
Would not vote	92	45	47	8	16	20	25	10	14	10	22	32	27	-	-	-	-	-	-	2	1	6
	9%	9%	9%	8%	13%	13%	14%	6%	5%	6%	8%	12%	11%	-	-	-	-	-	-	1%	2%	2%
Refused	50	22	28	2	-	5	6	8	28	5	9	11	16	-	-	-	-	-	1	2	1	2
	5%	4%	6%	3%	-	3%	3%	5%	10%	3%	4%	4%	6%	-	-	-	-	-	5%	1%	1%	1%
Don't know	107	48	59	15	15	21	21	16	20	13	30	33	25	10	7	3	4	9	1	11	2	29
	11%	10%	11%	17%	12%	13%	12%	9%	7%	8%	11%	12%	10%	3%	8%	2%	3%	14%	7%	5%	6%	11%

## North Devon Poll

### CATI Fieldwork : 24th-26th March 2015

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	586	288	298	24	42	73	88	128	229	217	120	89	137	255	64	94	95	34	10	220	48	160	
Weighted base	551	278	272	47	51	81	87	112	171	113	153	126	137	222	58	97	97	37	10	173	26	182	
Conservative	208	109	99	19	15	31	22	39	82	43	68	49	38	188	1	*	8	2	1	130	5	27	
		38%	39%	36%	40%	29%	39%	26%	35%	48%	38%	45%	39%	28%	85%	2%	*	8%	6%	12%	75%	17%	15%
Labour	43	21	22	7	6	4	9	9	8	11	14	6	12	-	39	2	-	*	-	1	11	18	
		8%	8%	8%	16%	12%	5%	11%	8%	4%	9%	9%	5%	8%	-	67%	2%	-	1%	-	1%	42%	10%
Liberal Democrat	166	79	87	7	16	28	28	35	51	38	43	29	49	29	13	95	7	7	2	21	5	108	
		30%	28%	32%	14%	32%	34%	32%	31%	30%	34%	29%	23%	36%	13%	22%	97%	7%	20%	18%	12%	19%	59%
The UK Independence Party (UKIP)	90	51	39	10	8	9	16	22	23	9	16	30	30	3	*	-	81	-	1	18	4	12	
		16%	18%	14%	20%	16%	11%	19%	20%	13%	8%	11%	24%	22%	1%	1%	-	84%	-	8%	10%	15%	7%
The Green Party	34	13	21	4	5	7	7	5	6	10	9	6	6	*	5	1	-	26	-	1	2	15	
		6%	5%	8%	9%	10%	9%	8%	4%	3%	9%	6%	5%	4%	*	8%	1%	-	70%	-	1%	6%	8%
Some other party	11	6	5	-	*	2	5	2	2	2	3	5	2	1	*	-	-	1	6	2	*	2	
		2%	2%	2%	-	*	2%	6%	2%	1%	2%	4%	1%	*	*	-	-	3%	62%	1%	*	1%	

**North Devon Poll**  
**CATI Fieldwork : 24th-26th March 2015**

Col percents

Table 7

**Constituency Voting Intention (Turnout Weighted)**

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

	<u>Total</u>
Conservative	38%
Labour	8%
Liberal Democrat	31%
UKIP	16%
Green	6%
Other	2%

## North Devon Poll

### CATI Fieldwork : 24th-26th March 2015

Absolutes/col percents

Table 8

**Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	469	532	44	95	133	169	199	358	323	201	179	250	327	92	127	137	51	18	280	68	231
Weighted base	1001	487	514	92	122	154	177	177	277	169	266	265	253	292	89	136	145	59	18	223	38	271
I would not vote Labour	650	328	322	54	73	91	116	119	195	106	179	178	162	264	-	83	120	35	10	199	10	151
	65%	67%	63%	59%	59%	59%	66%	67%	70%	63%	67%	67%	64%	90%	-	61%	83%	60%	57%	89%	25%	56%
I would not vote UKIP	628	288	340	55	74	103	114	103	177	124	191	149	137	226	74	119	-	51	10	138	25	213
	63%	59%	66%	60%	60%	67%	65%	58%	64%	74%	72%	56%	54%	77%	82%	88%	-	87%	54%	62%	65%	79%
I would not vote Liberal Democrat	494	256	238	52	51	73	88	85	143	86	129	129	123	192	44	-	102	33	11	161	23	71
	49%	53%	46%	57%	41%	47%	50%	48%	52%	51%	49%	49%	49%	66%	49%	-	70%	56%	58%	72%	61%	26%
I would not vote Conservative	437	218	220	42	61	63	94	81	95	68	111	120	124	-	74	94	95	48	13	21	25	170
	44%	45%	43%	45%	50%	41%	53%	46%	34%	40%	42%	45%	49%	-	83%	69%	66%	81%	71%	9%	67%	63%
None of these - I would potentially vote for all of them	71	37	34	12	9	7	11	13	20	9	5	29	21	8	3	5	6	2	1	7	2	10
	7%	8%	7%	13%	7%	4%	6%	7%	7%	5%	2%	11%	8%	3%	3%	3%	4%	3%	5%	3%	5%	4%
Don't know	15	8	7	3	-	7	-	1	4	2	4	3	3	-	-	-	3	-	-	-	-	-
	2%	2%	1%	3%	-	5%	-	1%	1%	1%	2%	1%	1%	-	-	-	2%	-	-	-	-	-



## North Devon Poll

### CATI Fieldwork : 24th-26th March 2015

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	469	532	44	95	133	169	199	358	323	201	179	250	327	92	127	137	51	18	280	68	231	
Weighted base	1001	487	514	92	122	154	177	177	277	169	266	265	253	292	89	136	145	59	18	223	38	271	
NET: Well	656	345	310	60	76	86	117	119	196	124	188	164	147	264	52	97	75	21	8	186	22	178	
	65%	71%	60%	65%	62%	56%	66%	67%	71%	73%	71%	62%	58%	90%	59%	72%	52%	36%	42%	83%	57%	66%	
Very well	(4)	49	33	16	4	8	8	5	4	20	12	8	11	15	26	4	8	-	2	2	19	3	11
		5%	7%	3%	4%	7%	5%	3%	2%	7%	7%	3%	4%	6%	9%	4%	6%	-	4%	11%	8%	7%	4%
Quite well	(3)	606	312	294	55	68	78	112	115	176	111	179	153	132	238	49	89	75	19	6	167	19	167
		61%	64%	57%	60%	55%	51%	63%	65%	64%	66%	68%	58%	52%	81%	54%	66%	52%	32%	31%	75%	50%	62%
Quite badly	(2)	244	101	143	26	40	51	38	44	46	34	63	72	69	19	33	23	55	30	9	24	11	68
		24%	21%	28%	28%	33%	33%	21%	25%	17%	20%	24%	27%	27%	7%	37%	17%	38%	51%	47%	11%	29%	25%
Very badly	(1)	49	21	28	5	2	10	12	6	14	4	5	16	21	1	2	11	5	3	-	3	3	14
		5%	4%	5%	6%	2%	6%	7%	3%	5%	3%	2%	6%	8%	*	2%	8%	3%	5%	-	1%	7%	5%
NET: Badly		293	122	172	31	42	61	50	50	60	39	68	88	90	20	35	34	60	33	9	27	14	82
		29%	25%	33%	34%	34%	39%	28%	28%	22%	23%	26%	33%	35%	7%	39%	25%	41%	57%	47%	12%	37%	30%
Don't know		52	20	32	1	4	7	10	8	21	6	10	12	17	8	2	4	10	5	2	11	2	10
		5%	4%	6%	1%	3%	5%	6%	4%	7%	4%	4%	5%	7%	3%	2%	3%	7%	8%	11%	5%	6%	4%
Mean		2.69	2.77	2.62	2.64	2.70	2.57	2.66	2.69	2.79	2.81	2.75	2.63	2.60	3.02	2.63	2.72	2.52	2.37	2.60	2.95	2.60	2.67
Standard deviation		0.65	0.64	0.65	0.66	0.63	0.70	0.66	0.58	0.66	0.60	0.54	0.67	0.74	0.42	0.60	0.71	0.57	0.66	0.72	0.51	0.74	0.65
Standard error		0.02	0.03	0.03	0.10	0.07	0.06	0.05	0.04	0.04	0.03	0.04	0.05	0.05	0.02	0.06	0.06	0.05	0.09	0.18	0.03	0.09	0.04

## North Devon Poll

### CATI Fieldwork : 24th-26th March 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	1001	469	532	44	95	133	169	199	358	323	201	179	250	327	92	127	137	51	18	280	68	231	
Weighted base	1001	487	514	92	122	154	177	177	277	169	266	265	253	292	89	136	145	59	18	223	38	271	
NET: Well	691	364	327	74	77	97	111	123	208	133	188	192	144	262	58	104	80	33	9	185	25	188	
		69%	75%	64%	81%	63%	63%	69%	75%	79%	71%	72%	57%	90%	65%	77%	56%	56%	49%	83%	67%	69%	
Very well	(4)	68	42	26	8	7	9	6	8	29	17	15	15	18	40	4	12	4	2	1	31	3	16
		7%	9%	5%	9%	6%	6%	3%	5%	11%	10%	6%	6%	7%	14%	4%	9%	3%	4%	5%	14%	7%	6%
Quite well	(3)	623	322	301	66	70	88	105	114	178	116	173	176	126	222	54	92	77	31	8	154	22	172
		62%	66%	59%	72%	57%	57%	59%	64%	69%	65%	66%	50%	76%	61%	68%	53%	52%	44%	69%	59%	64%	
Quite badly	(2)	213	86	128	17	36	40	43	37	41	26	62	56	63	22	27	20	45	17	6	24	8	55
		21%	18%	25%	19%	29%	26%	24%	21%	15%	16%	23%	21%	25%	8%	30%	15%	31%	29%	30%	11%	21%	20%
Very badly	(1)	51	21	30	-	6	11	16	6	11	5	4	12	31	3	3	7	12	4	3	4	3	15
		5%	4%	6%	-	5%	7%	9%	4%	4%	3%	1%	4%	12%	1%	3%	5%	8%	7%	14%	2%	8%	6%
NET: Badly		265	107	158	17	42	51	60	43	52	31	66	68	93	25	30	27	58	21	8	28	11	70
		26%	22%	31%	19%	34%	33%	34%	25%	19%	19%	25%	25%	37%	9%	33%	20%	40%	35%	45%	13%	30%	26%
Don't know		45	17	29	-	4	6	6	11	17	5	11	6	15	6	1	5	7	5	1	9	1	12
		5%	3%	6%	-	3%	4%	4%	6%	6%	3%	4%	2%	6%	2%	1%	4%	5%	9%	7%	4%	4%	4%
Mean		2.74	2.82	2.67	2.90	2.65	2.64	2.59	2.75	2.87	2.88	2.79	2.75	2.55	3.04	2.68	2.83	2.52	2.58	2.42	2.99	2.68	2.73
Standard deviation		0.67	0.65	0.68	0.52	0.68	0.71	0.71	0.61	0.65	0.61	0.57	0.63	0.81	0.50	0.61	0.65	0.70	0.69	0.84	0.58	0.75	0.66
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.06	0.04	0.04	0.03	0.04	0.05	0.05	0.03	0.06	0.06	0.06	0.10	0.20	0.04	0.09	0.04

## North Devon Poll

### CATI Fieldwork : 24th-26th March 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	1001	469	532	44	95	133	169	199	358	323	201	179	250	327	92	127	137	51	18	280	68	231
Weighted base	1001	487	514	92	122	154	177	177	277	169	266	265	253	292	89	136	145	59	18	223	38	271
I am satisfied with the job David Cameron is doing overall as Prime Minister	416 42%	217 44%	199 39%	34 37%	48 39%	56 37%	69 39%	77 44%	132 48%	75 45%	112 42%	111 42%	101 40%	221 75%	15 17%	40 29%	35 24%	3 5%	4 21%	149 67%	6 17%	86 32%
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	251 25%	107 22%	144 28%	31 34%	34 27%	40 26%	44 25%	38 21%	62 22%	40 24%	73 28%	74 28%	50 20%	69 24%	9 10%	39 29%	59 41%	15 25%	6 33%	56 25%	10 26%	65 24%
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.	210 21%	111 23%	98 19%	14 15%	31 25%	31 20%	47 27%	38 21%	48 17%	39 23%	57 21%	42 16%	68 27%	1 *	59 66%	47 35%	35 24%	26 44%	4 22%	7 3%	20 52%	103 38%
Refused	32 3%	19 4%	14 3%	3 3%	-	9 6%	4 2%	6 3%	10 4%	7 4%	7 3%	9 3%	7 3%	-	1 2%	4 3%	4 3%	5 8%	-	1 1%	-	5 2%
Don't know	92 9%	33 7%	59 11%	9 10%	10 8%	17 11%	14 8%	18 10%	24 9%	8 5%	17 6%	30 11%	27 11%	2 1%	5 5%	5 4%	13 9%	10 17%	4 24%	9 4%	2 5%	13 5%

## North Devon Poll

### CATI Fieldwork : 24th-26th March 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	1001	469	532	44	95	133	169	199	358	323	201	179	250	327	92	127	137	51	18	280	68	231
Weighted base	1001	487	514	92	122	154	177	177	277	169	266	265	253	292	89	136	145	59	18	223	38	271
The Conservatives	603	289	314	37	61	81	105	115	202	117	163	145	152	210	54	85	84	43	12	159	19	199
	60%	59%	61%	40%	49%	53%	59%	65%	73%	69%	62%	55%	60%	72%	60%	63%	58%	72%	64%	71%	49%	73%
The Liberal Democrat	499	243	257	26	60	71	94	91	154	94	136	128	122	160	39	100	63	32	9	119	12	191
	50%	50%	50%	28%	49%	46%	53%	52%	56%	56%	51%	48%	48%	55%	43%	74%	44%	54%	51%	53%	33%	71%
The UK Independence Party (UKIP)	248	119	129	16	24	44	51	40	71	41	69	60	66	62	19	42	55	15	5	55	6	86
	25%	24%	25%	17%	20%	29%	29%	23%	26%	24%	26%	23%	26%	21%	21%	31%	38%	26%	25%	25%	15%	32%
Labour	163	74	90	9	15	27	31	36	46	34	39	38	48	37	23	22	27	15	2	31	6	50
	16%	15%	17%	10%	12%	17%	18%	20%	16%	20%	15%	14%	19%	13%	26%	16%	19%	25%	11%	14%	16%	19%
None of them	249	128	121	42	38	51	43	35	39	32	66	78	59	53	23	24	29	14	1	42	14	27
	25%	26%	23%	46%	31%	33%	25%	20%	14%	19%	25%	30%	23%	18%	25%	17%	20%	23%	5%	19%	36%	10%
Don't know	15	*	15	-	2	1	3	2	7	1	5	3	4	4	1	1	-	-	1	4	-	1
	2%	*	3%	-	1%	1%	2%	1%	3%	1%	2%	1%	1%	1%	1%	1%	-	-	4%	2%	-	*

## North Devon Poll

### CATI Fieldwork : 24th-26th March 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	1001	469	532	44	95	133	169	199	358	323	201	179	250	327	92	127	137	51	18	280	68	231
Weighted base	1001	487	514	92	122	154	177	177	277	169	266	265	253	292	89	136	145	59	18	223	38	271
A Conservative government	376	199	177	30	36	53	58	71	128	68	109	99	82	242	1	16	63	4	4	173	7	62
	38%	41%	34%	33%	30%	35%	33%	40%	46%	40%	41%	37%	32%	83%	1%	12%	44%	6%	19%	78%	18%	23%
A coalition between the Conservatives and the Liberal Democrats	174	75	98	15	21	24	34	32	47	31	46	55	39	47	5	61	17	9	4	28	2	72
	17%	16%	19%	16%	17%	16%	19%	18%	17%	18%	17%	21%	15%	16%	5%	45%	12%	16%	21%	12%	6%	27%
A Labour government	160	83	77	15	23	25	38	26	34	25	41	35	53	1	59	18	31	12	2	6	19	56
	16%	17%	15%	16%	19%	16%	21%	15%	12%	15%	15%	13%	21%	*	66%	13%	21%	21%	12%	3%	51%	21%
A coalition between Labour and the Liberal Democrats	125	56	69	12	20	19	26	21	27	23	41	27	30	1	23	34	8	23	2	4	7	58
	12%	11%	13%	14%	16%	12%	15%	12%	10%	14%	16%	10%	12%	*	26%	25%	6%	39%	10%	2%	19%	21%
Don't know	167	74	93	20	23	33	21	27	42	21	28	48	49	1	2	7	26	11	7	12	2	22
	17%	15%	18%	21%	19%	22%	12%	15%	15%	12%	11%	18%	19%	*	2%	5%	18%	18%	37%	5%	6%	8%

**North Devon Poll**  
**CATI Fieldwork : 24th-26th March 2015**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	469 47%	487 49%
Female	532 53%	514 51%

**North Devon Poll**  
**CATI Fieldwork : 24th-26th March 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	1001	1001
Weighted base	1001	1001
18-24	44 4%	92 9%
25-34	95 9%	122 12%
35-44	133 13%	154 15%
45-54	169 17%	177 18%
55-64	199 20%	177 18%
65 or older	358 36%	277 28%
Refused	3 *	3 *

**North Devon Poll**  
**CATI Fieldwork : 24th-26th March 2015**

Absolutes/col percents

Table 16

**SEG****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	100 10%	50 5%
B	223 22%	119 12%
C1	201 20%	266 27%
C2	179 18%	265 27%
D	92 9%	108 11%
E	158 16%	145 14%
Refused	48 5%	48 5%



**North Devon Poll**  
**CATI Fieldwork : 24th-26th March 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	1001	1001
Weighted base	1001	1001
Conservative	280 28%	223 22%
Labour	68 7%	38 4%
Liberal Democrats	231 23%	271 27%
Another party	82 8%	73 7%
Did not vote	243 24%	306 31%
Refused	45 4%	39 4%
Don't know	52 5%	52 5%