

Great Yarmouth Poll

CATI Fieldwork : 21st-27th April 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	Other	Con	Lab	LibDem	
Unweighted base	1001	444	557	47	105	125	177	186	360	238	207	173	337	179	187	23	175	14	256	193	52	
Weighted base	1001	491	510	110	140	150	170	170	260	105	267	239	344	156	182	27	182	17	214	169	67	
Certain to vote	(10)	423	208	215	17	24	51	73	90	169	56	103	94	153	105	86	14	97	9	155	101	32
		42%	42%	42%	15%	17%	34%	43%	53%	65%	53%	39%	39%	44%	67%	48%	54%	53%	55%	73%	60%	48%
	(9)	41	19	22	7	8	*	14	3	7	4	15	8	13	6	17	-	13	-	8	11	4
		4%	4%	4%	7%	6%	*	8%	2%	3%	4%	6%	3%	4%	4%	9%	-	7%	-	4%	6%	6%
	(8)	87	37	49	9	18	18	14	15	13	6	31	16	32	12	22	4	20	4	13	15	11
		9%	8%	10%	8%	13%	12%	8%	9%	5%	6%	12%	7%	9%	8%	12%	15%	11%	23%	6%	9%	17%
	(7)	46	19	27	10	11	-	6	8	10	6	10	15	14	14	10	2	9	-	11	4	2
		5%	4%	5%	9%	8%	-	4%	5%	4%	6%	4%	6%	4%	9%	5%	7%	5%	-	5%	3%	3%
	(6)	40	23	17	7	10	8	6	5	4	5	12	12	9	7	7	-	9	4	4	10	3
		4%	5%	3%	7%	7%	6%	3%	3%	1%	5%	5%	5%	3%	5%	4%	-	5%	20%	2%	6%	4%
	(5)	87	36	51	11	23	14	20	7	12	7	19	31	24	7	27	4	15	-	7	14	9
		9%	7%	10%	10%	16%	9%	12%	4%	5%	6%	7%	13%	7%	4%	15%	14%	8%	-	3%	8%	13%
	(4)	17	8	10	4	5	3	3	1	2	2	3	6	7	2	4	1	4	-	1	4	1
		2%	2%	2%	4%	3%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	4%	2%	-	*	2%	1%
	(3)	43	25	18	8	6	18	3	3	5	3	23	8	7	2	6	2	6	-	6	*	3
		4%	5%	4%	8%	4%	12%	2%	2%	2%	3%	8%	3%	2%	1%	3%	6%	4%	-	3%	*	4%
	(2)	24	12	11	3	1	9	6	1	3	2	2	7	10	1	3	-	9	*	-	5	3
		2%	3%	2%	3%	1%	6%	4%	*	1%	2%	1%	3%	3%	1%	1%	-	5%	2%	-	3%	4%
Definitely would not vote	(1)	186	102	84	31	34	28	26	36	30	13	48	43	70	-	-	-	-	-	9	3	-
		19%	21%	17%	29%	25%	19%	15%	21%	11%	12%	18%	18%	20%	-	-	-	-	-	4%	2%	-
Don't know		7	2	5	1	-	-	-	-	6	1	-	-	6	-	-	-	-	-	-	1	-
		1%	*	1%	1%	-	-	-	-	2%	1%	-	-	2%	-	-	-	-	-	-	*	-
Mean		6.76	6.61	6.91	5.09	5.56	5.93	7.04	7.22	8.14	7.56	6.70	6.58	6.83	8.90	8.12	8.12	8.19	8.54	8.85	8.45	8.03
Standard deviation		3.55	3.65	3.45	3.38	3.27	3.60	3.42	3.63	3.16	3.28	3.51	3.48	3.64	1.84	2.29	2.43	2.49	1.95	2.35	2.41	2.46
Standard error		0.11	0.17	0.15	0.50	0.32	0.32	0.26	0.27	0.17	0.21	0.24	0.26	0.20	0.14	0.17	0.51	0.19	0.52	0.15	0.17	0.34

Great Yarmouth Poll

CATI Fieldwork : 21st-27th April 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	Other	Con	Lab	LibDem
Unweighted base	1001	444	557	47	105	125	177	186	360	238	207	173	337	179	187	23	175	14	256	193	52
Weighted base	1001	491	510	110	140	150	170	170	260	105	267	239	344	156	182	27	182	17	214	169	67
Conservative	156 16%	74 15%	83 16%	16 14%	16 12%	20 13%	30 18%	27 16%	47 18%	31 29%	34 13%	50 21%	38 11%	156 100%	-	-	-	-	108 50%	5 3%	5 8%
Labour	182 18%	75 15%	107 21%	22 20%	30 21%	23 16%	28 16%	33 19%	46 18%	19 18%	52 19%	25 10%	81 24%	-	182 100%	-	-	-	10 5%	92 55%	14 21%
Liberal Democrat	27 3%	15 3%	12 2%	-	7 5%	4 3%	7 4%	4 2%	5 2%	3 3%	14 5%	4 2%	7 2%	-	-	27 100%	-	-	1 1%	3 2%	16 24%
The UK Independence Party (UKIP)	182 18%	111 23%	71 14%	14 12%	33 23%	32 21%	22 13%	37 22%	45 17%	15 15%	46 17%	50 21%	59 17%	-	-	-	182 100%	-	44 21%	19 11%	13 20%
The Green Party	9 1%	3 1%	5 1%	-	1 1%	3 2%	-	2 1%	2 1%	-	5 2%	2 1%	2 1%	-	-	-	-	9 52%	-	1 *	-
The British National Party (BNP)	5 *	5 1%	-	4 3%	-	-	1 1%	-	-	-	-	5 2%	-	-	-	-	-	5 29%	-	-	-
Some other party	3 *	2 *	1 *	-	-	2 1%	1 1%	-	* *	1 1%	3 1%	-	-	-	-	-	-	3 19%	* *	* *	-
Would not vote	186 19%	102 21%	84 17%	31 29%	34 25%	28 19%	26 15%	36 21%	30 11%	13 12%	48 18%	43 18%	70 20%	-	-	-	-	-	9 4%	3 2%	-
Refused	75 8%	31 6%	44 9%	-	3 2%	3 2%	14 9%	14 8%	42 16%	6 6%	16 6%	18 7%	28 8%	-	-	-	-	-	16 7%	7 4%	3 5%
Don't know	176 18%	73 15%	103 20%	24 22%	16 11%	35 23%	40 23%	17 10%	43 16%	18 17%	50 19%	43 18%	59 17%	-	-	-	-	-	25 12%	37 22%	15 22%

Great Yarmouth Poll

CATI Fieldwork : 21st-27th April 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	Other	Con	Lab	LibDem
Unweighted base	405	193	212	13	33	43	68	87	160	113	81	68	131	136	127	15	117	10	159	110	24
Weighted base	377	192	185	29	44	52	63	77	112	47	99	89	129	115	114	17	118	12	132	90	30
Conservative	115	56	59	9	8	16	23	22	38	22	26	36	29	115	-	-	-	-	89	3	4
	31%	29%	32%	32%	18%	30%	37%	28%	34%	47%	26%	41%	22%	100%	-	-	-	-	67%	3%	14%
Labour	114	47	67	11	17	10	18	24	34	14	30	12	55	-	114	-	-	-	8	70	8
	30%	24%	37%	39%	39%	20%	29%	31%	30%	29%	31%	14%	43%	-	100%	-	-	-	6%	77%	25%
Liberal Democrat	17	9	8	-	3	3	4	2	4	2	8	3	4	-	-	17	-	-	1	3	12
	4%	4%	4%	-	6%	7%	6%	3%	4%	4%	8%	4%	3%	-	-	100%	-	-	1%	3%	40%
The UK Independence Party (UKIP)	118	74	45	8	15	19	16	28	33	9	29	34	40	-	-	-	118	-	35	14	6
	31%	38%	24%	26%	35%	36%	25%	36%	29%	19%	29%	38%	31%	-	-	-	100%	-	26%	16%	21%
The Green Party	7	3	4	-	1	3	-	2	2	-	4	2	2	-	-	-	-	7	-	1	-
	2%	2%	2%	-	2%	5%	-	2%	2%	-	4%	2%	1%	-	-	-	-	63%	-	1%	-
The British National Party (BNP)	2	2	-	1	-	-	1	-	-	-	-	2	-	-	-	-	-	2	-	-	-
	1%	1%	-	3%	-	-	2%	-	-	-	-	2%	-	-	-	-	-	18%	-	-	-
Some other party	2	2	1	-	-	1	1	-	*	*	2	-	-	-	-	-	-	2	*	*	-
	1%	1%	*	-	-	3%	1%	-	*	*	2%	-	-	-	-	-	-	19%	*	*	-

Great Yarmouth Poll
CATI Fieldwork : 21st-27th April 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	32%
Labour	31%
Liberal Democrat	5%
UKIP	29%
Other	3%

Great Yarmouth Poll

CATI Fieldwork : 21st-27th April 2014

Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency 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	Other	Con	Lab	LibDem
Unweighted base	1001	444	557	47	105	125	177	186	360	238	207	173	337	179	187	23	175	14	256	193	52
Weighted base	1001	491	510	110	140	150	170	170	260	105	267	239	344	156	182	27	182	17	214	169	67
Conservative	178 18%	87 18%	91 18%	19 17%	16 11%	26 17%	33 20%	25 15%	59 23%	32 30%	42 16%	51 21%	47 14%	138 88%	4 2%	* 1%	7 4%	-	113 53%	9 5%	7 11%
Labour	210 21%	88 18%	122 24%	23 20%	30 22%	27 18%	40 24%	38 22%	52 20%	20 19%	57 21%	44 18%	82 24%	5 3%	167 92%	1 4%	6 4%	4 20%	14 6%	103 61%	15 22%
Liberal Democrat	32 3%	17 4%	14 3%	-	10 7%	5 3%	7 4%	3 2%	6 2%	4 4%	15 5%	7 3%	7 2%	1 *	1 1%	24 91%	3 2%	-	3 1%	2 1%	20 29%
The UK Independence Party (UKIP)	175 17%	107 22%	68 13%	14 12%	31 22%	33 22%	21 13%	33 19%	43 16%	14 14%	43 16%	51 21%	59 17%	5 3%	2 1%	-	155 85%	4 26%	42 20%	18 10%	12 18%
The Green Party	4 *	2 *	3 1%	-	1 *	* *	-	2 1%	2 1%	1 1%	3 1%	-	-	-	* *	-	1 1%	3 15%	-	1 *	-
The British National Party (BNP)	2 *	1 *	* *	-	-	-	1 1%	-	* *	* *	-	1 1%	-	-	-	-	* *	1 8%	* *	-	-
Some other party	2 *	2 *	-	-	-	2 1%	* *	-	-	* *	2 1%	-	-	-	-	-	-	2 11%	-	* *	-
Would not vote	186 19%	102 21%	84 17%	31 29%	34 25%	28 19%	26 15%	36 21%	30 11%	13 12%	48 18%	43 18%	70 20%	-	-	-	-	-	9 4%	3 2%	-
Refused	55 5%	23 5%	32 6%	-	-	* *	11 6%	13 7%	31 12%	5 5%	9 3%	13 6%	23 7%	-	-	1 4%	-	1 6%	10 5%	4 2%	3 4%
Don't know	157 16%	61 12%	96 19%	24 21%	17 12%	28 19%	29 17%	21 12%	38 15%	16 15%	49 18%	30 12%	56 16%	7 5%	7 4%	-	9 5%	2 14%	24 11%	29 17%	11 17%

Great Yarmouth Poll

CATI Fieldwork : 21st-27th April 2014

Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

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	Other	Con	Lab	LibDem	
Unweighted base	428	203	225	13	33	45	77	86	174	119	88	72	137	128	123	14	113	8	163	119	25	
Weighted base	393	200	194	27	44	53	70	75	123	50	105	94	133	110	109	16	115	9	137	95	31	
Conservative	123	60	63	10	7	16	24	19	46	24	30	34	33	102	1	*	5	-	90	5	4	
	31%	30%	33%	36%	16%	30%	35%	26%	38%	48%	28%	37%	24%	93%	1%	*	4%	-	66%	5%	14%	
Labour	130	55	76	10	17	13	26	27	38	14	35	21	56	3	106	1	5	1	11	76	7	
	33%	27%	39%	36%	39%	24%	37%	35%	31%	28%	33%	22%	42%	3%	97%	7%	4%	9%	8%	80%	23%	
Liberal Democrat	19	10	9	-	5	3	4	2	4	2	8	5	4	*	*	15	2	-	2	2	14	
	5%	5%	4%	-	11%	6%	5%	3%	4%	5%	7%	5%	3%	*	*	93%	2%	-	1%	2%	44%	
The UK Independence Party (UKIP)	116	72	44	8	15	20	15	26	33	9	29	32	41	5	2	-	103	3	35	12	6	
	30%	36%	23%	28%	34%	37%	22%	35%	27%	18%	28%	34%	31%	4%	2%	-	90%	38%	25%	13%	19%	
The Green Party	3	1	2	-	*	*	-	1	1	*	2	-	-	-	*	-	*	2	-	1	-	
	1%	*	1%	-	*	*	-	1%	1%	1%	2%	-	-	-	*	-	*	25%	-	1%	-	
The British National Party (BNP)	1	1	*	-	-	-	1	-	*	*	-	1	-	-	-	-	*	1	*	-	-	
	*	1%	*	-	-	-	2%	-	*	*	-	1%	-	-	-	-	*	14%	*	-	-	
Some other party	1	1	-	-	-	1	*	-	-	*	1	-	-	-	-	-	-	1	-	*	-	
	*	1%	-	-	-	3%	*	-	-	*	1%	-	-	-	-	-	-	15%	-	*	-	

Great Yarmouth Poll
CATI Fieldwork : 21st-27th April 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	32%
Labour	34%
Liberal Democrat	5%
UKIP	28%
Other	1%

Great Yarmouth Poll

CATI Fieldwork : 21st-27th April 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	Other	Con	Lab	LibDem
Unweighted base	1001	444	557	47	105	125	177	186	360	238	207	173	337	179	187	23	175	14	256	193	52
Weighted base	1001	491	510	110	140	150	170	170	260	105	267	239	344	156	182	27	182	17	214	169	67
I would not vote Liberal Democrat	623	321	302	65	82	98	99	112	166	63	160	151	223	111	127	-	153	9	155	117	22
	62%	65%	59%	59%	59%	65%	58%	66%	64%	60%	60%	63%	65%	71%	70%	-	84%	53%	72%	69%	33%
I would not vote Conservative	494	250	244	57	78	81	81	90	106	37	134	108	195	-	150	15	128	10	39	117	43
	49%	51%	48%	52%	55%	54%	48%	53%	41%	35%	50%	45%	57%	-	83%	58%	70%	58%	18%	70%	65%
I would not vote UKIP	468	226	242	63	67	62	87	78	110	57	140	100	152	115	134	20	-	8	106	101	26
	47%	46%	47%	57%	48%	41%	51%	46%	42%	54%	52%	42%	44%	74%	74%	76%	-	48%	50%	60%	39%
I would not vote Labour	454	258	197	47	62	74	74	81	115	47	109	134	143	109	-	10	137	8	148	14	25
	45%	52%	39%	43%	44%	49%	44%	48%	44%	45%	41%	56%	42%	70%	-	37%	75%	49%	69%	9%	37%
None of these - I would potentially vote for all of them	134	58	76	15	17	22	24	22	34	15	40	28	43	6	10	5	10	3	12	15	11
	13%	12%	15%	14%	12%	15%	14%	13%	13%	15%	15%	12%	13%	4%	5%	20%	5%	15%	6%	9%	16%
Don't know	25	7	18	3	3	1	3	2	14	2	5	2	12	1	2	-	-	-	-	1	-
	2%	1%	3%	2%	2%	1%	2%	1%	5%	2%	2%	1%	3%	*	1%	-	-	-	-	1%	-

Great Yarmouth Poll

CATI Fieldwork : 21st-27th April 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	Other	Con	Lab	LibDem	
Unweighted base	1001	444	557	47	105	125	177	186	360	238	207	173	337	179	187	23	175	14	256	193	52	
Weighted base	1001	491	510	110	140	150	170	170	260	105	267	239	344	156	182	27	182	17	214	169	67	
NET: Well	539	301	238	61	67	66	91	91	162	69	147	133	165	131	85	17	91	6	161	80	34	
	54%	61%	47%	55%	48%	44%	53%	54%	62%	66%	55%	56%	48%	84%	47%	65%	50%	37%	76%	47%	50%	
Very well	(4)	38	21	16	3	3	5	4	7	16	6	10	6	11	16	5	-	3	-	15	5	2
		4%	4%	3%	3%	2%	3%	2%	4%	6%	5%	4%	2%	3%	10%	3%	-	2%	-	7%	3%	2%
Quite well	(3)	501	280	221	58	63	61	87	84	147	63	137	127	154	115	80	17	88	6	146	75	32
		50%	57%	43%	53%	45%	41%	51%	50%	56%	60%	51%	53%	45%	74%	44%	65%	48%	37%	69%	45%	48%
Quite badly	(2)	297	110	188	35	61	53	49	50	49	29	84	73	101	17	73	8	56	8	32	68	26
		30%	22%	37%	32%	44%	35%	29%	29%	19%	28%	31%	30%	29%	11%	40%	28%	31%	45%	15%	40%	39%
Very badly	(1)	111	52	59	11	7	21	25	22	25	4	23	28	54	6	17	-	25	3	9	17	6
		11%	11%	12%	10%	5%	14%	15%	13%	10%	4%	8%	12%	16%	4%	9%	-	14%	18%	4%	10%	9%
NET: Badly		409	162	246	47	69	74	74	71	74	33	106	101	155	23	89	8	81	11	41	85	32
		41%	33%	48%	42%	49%	49%	44%	42%	29%	32%	40%	42%	45%	14%	49%	28%	45%	63%	19%	50%	47%
Don't know		53	27	26	2	5	10	5	8	23	3	14	5	23	3	7	2	9	-	11	4	2
		5%	6%	5%	2%	3%	7%	3%	5%	9%	3%	5%	2%	7%	2%	4%	6%	5%	-	5%	2%	3%
Mean		2.49	2.58	2.40	2.49	2.46	2.36	2.42	2.47	2.65	2.69	2.53	2.47	2.38	2.92	2.42	2.70	2.40	2.19	2.82	2.41	2.45
Standard deviation		0.75	0.75	0.74	0.72	0.64	0.78	0.77	0.78	0.76	0.63	0.71	0.73	0.80	0.60	0.70	0.47	0.76	0.74	0.62	0.71	0.69
Standard error		0.02	0.04	0.03	0.11	0.06	0.07	0.06	0.06	0.04	0.04	0.05	0.06	0.05	0.05	0.05	0.10	0.06	0.20	0.04	0.05	0.10

Great Yarmouth Poll

CATI Fieldwork : 21st-27th April 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	Other	Con	Lab	LibDem	
Unweighted base	1001	444	557	47	105	125	177	186	360	238	207	173	337	179	187	23	175	14	256	193	52	
Weighted base	1001	491	510	110	140	150	170	170	260	105	267	239	344	156	182	27	182	17	214	169	67	
NET: Well	585	317	268	68	80	76	100	97	164	79	172	140	167	126	93	20	105	9	166	91	40	
	58%	65%	53%	62%	57%	50%	59%	57%	63%	75%	64%	59%	48%	81%	51%	75%	58%	54%	78%	54%	59%	
Very well	(4)	50	29	21	6	6	7	6	8	17	5	16	12	12	21	6	-	9	-	19	10	1
		5%	6%	4%	5%	5%	5%	3%	5%	6%	5%	6%	5%	4%	14%	3%	-	5%	-	9%	6%	1%
Quite well	(3)	535	288	247	62	74	68	94	89	147	73	156	128	155	105	87	20	96	9	146	81	39
		53%	59%	48%	56%	53%	45%	55%	52%	57%	70%	58%	54%	45%	67%	48%	75%	53%	54%	69%	48%	58%
Quite badly	(2)	266	106	160	22	48	50	49	49	48	20	68	68	101	23	57	7	53	5	34	56	22
		27%	22%	31%	20%	34%	33%	29%	29%	19%	19%	26%	28%	29%	15%	32%	25%	29%	26%	16%	33%	33%
Very badly	(1)	104	48	56	17	10	16	19	19	22	4	18	24	53	6	22	-	17	3	5	16	6
		10%	10%	11%	16%	7%	11%	11%	11%	8%	3%	7%	10%	15%	4%	12%	-	10%	20%	2%	9%	8%
NET: Badly		369	154	216	40	58	66	69	67	70	24	86	91	154	29	79	7	70	8	39	72	27
		37%	31%	42%	36%	41%	44%	40%	40%	27%	23%	32%	38%	45%	18%	44%	25%	39%	46%	18%	43%	41%
Don't know		47	20	27	3	2	9	2	6	26	2	9	7	23	2	9	-	7	-	9	6	-
		5%	4%	5%	2%	1%	6%	1%	4%	10%	2%	3%	3%	7%	1%	5%	-	4%	-	4%	4%	-
Mean		2.56	2.63	2.48	2.52	2.55	2.48	2.51	2.52	2.68	2.79	2.65	2.56	2.39	2.92	2.45	2.75	2.55	2.34	2.88	2.52	2.52
Standard deviation		0.75	0.75	0.75	0.83	0.70	0.76	0.74	0.76	0.74	0.59	0.70	0.75	0.80	0.66	0.76	0.44	0.74	0.81	0.59	0.76	0.66
Standard error		0.02	0.04	0.03	0.12	0.07	0.07	0.06	0.06	0.04	0.04	0.05	0.06	0.05	0.05	0.06	0.09	0.06	0.22	0.04	0.06	0.09

Great Yarmouth Poll

CATI Fieldwork : 21st-27th April 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	Other	Con	Lab	LibDem
Unweighted base	1001	444	557	47	105	125	177	186	360	238	207	173	337	179	187	23	175	14	256	193	52
Weighted base	1001	491	510	110	140	150	170	170	260	105	267	239	344	156	182	27	182	17	214	169	67
I am satisfied with the job David Cameron is doing overall as Prime Minister	295 30%	163 33%	132 26%	41 38%	31 22%	43 28%	52 30%	45 27%	83 32%	43 41%	72 27%	76 32%	84 25%	103 66%	24 13%	7 25%	36 20%	4 20%	104 49%	25 15%	10 15%
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	273 27%	117 24%	156 31%	26 23%	44 31%	44 29%	41 24%	48 28%	70 27%	30 29%	77 29%	81 34%	76 22%	50 32%	30 16%	5 17%	70 39%	5 29%	87 41%	31 18%	18 27%
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.	266 27%	130 27%	136 27%	37 34%	44 31%	28 19%	51 30%	49 29%	58 22%	24 23%	78 29%	31 13%	126 37%	2 1%	124 68%	12 44%	42 23%	6 38%	19 9%	90 53%	31 47%
Refused	43 4%	24 5%	19 4%	- -	5 3%	6 4%	7 4%	7 4%	19 7%	1 1%	3 1%	16 7%	18 5%	1 *	1 *	- -	9 5%	- -	2 1%	1 1%	- -
Don't know	123 12%	56 11%	67 13%	6 6%	17 12%	29 19%	20 12%	21 12%	30 12%	7 6%	37 14%	35 15%	39 11%	1 1%	3 2%	4 14%	25 14%	2 13%	2 1%	21 12%	7 11%

Great Yarmouth Poll

CATI Fieldwork : 21st-27th April 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	Other	Con	Lab	LibDem
Unweighted base	1001	444	557	47	105	125	177	186	360	238	207	173	337	179	187	23	175	14	256	193	52
Weighted base	1001	491	510	110	140	150	170	170	260	105	267	239	344	156	182	27	182	17	214	169	67
Labour	175 17%	82 17%	92 18%	6 5%	28 20%	26 17%	30 18%	34 20%	51 20%	17 16%	47 18%	39 16%	67 19%	28 18%	56 31%	3 12%	31 17%	3 17%	42 20%	45 26%	15 23%
The Conservatives	151 15%	75 15%	76 15%	12 11%	12 9%	15 10%	37 22%	26 15%	48 18%	15 14%	39 14%	39 16%	50 14%	39 25%	26 14%	1 4%	22 12%	4 23%	54 25%	26 16%	6 10%
The UK Independence Party (UKIP)	133 13%	79 16%	54 11%	14 12%	20 14%	19 13%	29 17%	23 14%	29 11%	16 15%	38 14%	35 14%	40 12%	30 19%	27 15%	-	36 20%	-	39 18%	34 20%	4 6%
The Liberal Democrat	21 2%	14 3%	7 1%	-	5 3%	4 3%	4 2%	4 2%	5 2%	2 2%	7 3%	5 2%	5 1%	4 3%	3 2%	-	5 3%	-	8 4%	4 2%	-
None of them	655 65%	320 65%	335 66%	86 78%	95 68%	106 71%	104 61%	103 61%	159 61%	65 62%	179 67%	159 67%	217 63%	85 54%	101 55%	22 83%	118 65%	13 77%	112 52%	92 55%	47 70%
Don't know	13 1%	3 1%	10 2%	1 1%	3 2%	2 1%	1 1%	2 1%	3 1%	2 2%	-	6 2%	6 2%	3 2%	1 1%	-	1 1%	-	4 2%	2 1%	-

Great Yarmouth Poll

CATI Fieldwork : 21st-27th April 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	Other	Con	Lab	LibDem
Unweighted base	1001	444	557	47	105	125	177	186	360	238	207	173	337	179	187	23	175	14	256	193	52
Weighted base	1001	491	510	110	140	150	170	170	260	105	267	239	344	156	182	27	182	17	214	169	67
A Labour government	312	143	169	42	52	41	55	56	66	25	85	63	128	-	152	-	59	7	15	112	16
	31%	29%	33%	38%	37%	28%	32%	33%	25%	24%	32%	26%	37%	-	84%	-	32%	43%	7%	66%	24%
A Conservative government	258	138	120	24	30	38	46	37	84	39	58	72	79	125	2	3	46	2	134	5	8
	26%	28%	24%	22%	21%	25%	27%	22%	32%	37%	22%	30%	23%	80%	1%	11%	25%	10%	63%	3%	11%
A coalition between the Conservatives and the Liberal Democrats	110	56	54	8	24	16	16	25	21	15	35	28	30	28	2	8	23	3	34	8	14
	11%	11%	11%	7%	17%	11%	9%	15%	8%	14%	13%	12%	9%	18%	1%	28%	13%	17%	16%	5%	21%
A coalition between Labour and the Liberal Democrats	96	44	52	19	10	13	16	18	20	10	35	14	38	3	23	12	14	1	7	26	20
	10%	9%	10%	17%	7%	9%	9%	11%	8%	9%	13%	6%	11%	2%	13%	44%	8%	8%	3%	15%	29%
Don't know	225	109	115	18	24	42	37	34	68	16	55	62	69	1	3	4	40	4	23	17	10
	22%	22%	23%	17%	17%	28%	22%	20%	26%	15%	20%	26%	20%	1%	2%	16%	22%	22%	11%	10%	15%

Great Yarmouth Poll
CATI Fieldwork : 21st-27th April 2014

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	444 44%	491 49%
Female	557 56%	510 51%

Great Yarmouth Poll
CATI Fieldwork : 21st-27th April 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	1001	1001
Weighted base	1001	1001
18-24	47 5%	110 11%
25-34	105 10%	140 14%
35-44	125 12%	150 15%
45-54	177 18%	170 17%
55-64	186 19%	170 17%
65 or older	360 36%	260 26%
Refused	1 *	1 *

Great Yarmouth Poll
CATI Fieldwork : 21st-27th April 2014

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	64 6%	28 3%
B	174 17%	77 8%
C1	207 21%	267 27%
C2	173 17%	239 24%
D	104 10%	124 12%
E	233 23%	220 22%
Refused	46 5%	46 5%

Great Yarmouth Poll
CATI Fieldwork : 21st-27th April 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	1001	1001
Weighted base	1001	1001
Conservative	256 26%	214 21%
Labour	193 19%	169 17%
Liberal Democrats	52 5%	67 7%
Another party	51 5%	47 5%
Did not vote	326 33%	401 40%
Refused	73 7%	55 6%
Don't know	50 5%	48 5%