

Great Yarmouth Poll

CATI Fieldwork : 11th-16th July 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	447	553	51	105	132	179	184	346	221	218	181	332	198	200	18	223	23	12	230	219	54	
Weighted base	1000	490	510	110	140	150	169	169	259	105	267	238	343	195	184	22	226	24	13	216	181	70	
Certain to vote	(10)	450	238	212	23	27	52	90	94	163	62	129	108	137	124	105	5	123	12	4	166	123	29
		45%	49%	42%	21%	19%	34%	53%	55%	63%	59%	48%	45%	40%	64%	57%	22%	54%	52%	31%	77%	68%	41%
	(9)	45	25	20	2	9	5	10	7	12	1	16	9	16	9	11	2	14	-	2	6	9	7
		5%	5%	4%	2%	6%	4%	6%	4%	5%	1%	6%	4%	5%	5%	6%	9%	6%	-	19%	3%	5%	10%
	(8)	85	38	47	5	11	16	15	18	21	8	33	17	22	17	23	3	20	1	1	15	12	12
		9%	8%	9%	4%	8%	11%	9%	11%	8%	8%	12%	7%	6%	9%	12%	16%	9%	5%	8%	7%	7%	17%
	(7)	59	32	27	17	14	6	8	3	10	9	15	12	21	18	7	3	12	4	1	6	12	11
		6%	6%	5%	15%	10%	4%	5%	2%	4%	8%	5%	5%	6%	9%	4%	15%	5%	19%	8%	3%	6%	15%
	(6)	18	8	11	3	2	1	*	3	9	3	2	4	9	6	7	-	3	-	1	2	4	-
		2%	2%	2%	3%	2%	1%	*	2%	3%	3%	1%	2%	3%	3%	4%	-	1%	-	6%	1%	2%	-
	(5)	84	36	49	18	14	18	11	11	12	5	19	30	29	10	22	-	31	1	4	7	7	5
		8%	7%	10%	16%	10%	12%	7%	7%	5%	4%	7%	13%	9%	5%	12%	-	14%	6%	28%	3%	4%	7%
	(4)	25	12	13	3	9	4	1	5	3	3	8	1	10	6	3	4	8	-	-	3	1	2
		3%	2%	3%	3%	6%	3%	1%	3%	1%	3%	3%	1%	3%	3%	1%	17%	3%	-	-	2%	1%	3%
	(3)	32	16	16	16	5	2	5	2	2	2	8	6	13	4	3	5	10	2	-	2	4	-
		3%	3%	3%	14%	4%	1%	3%	1%	1%	2%	3%	3%	4%	2%	1%	21%	5%	8%	-	1%	2%	-
	(2)	18	5	13	-	8	4	1	1	4	1	7	3	5	3	4	-	5	3	-	3	1	-
		2%	1%	3%	-	6%	3%	1%	1%	2%	1%	3%	1%	1%	1%	2%	-	2%	11%	-	1%	1%	-
Definitely would not vote	(1)	176	76	100	21	41	41	25	26	22	11	31	45	78	-	-	-	-	-	-	4	6	4
		18%	15%	20%	19%	29%	27%	15%	16%	8%	10%	12%	19%	23%	-	-	-	-	-	-	2%	4%	6%
Refused		3	1	2	-	-	-	3	-	1	-	-	1	2	-	-	-	-	-	-	1	-	-
		*	*	*	-	-	-	2%	-	*	-	-	1%	1%	-	-	-	-	-	-	1%	-	-
Don't know		3	3	-	2	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-
		*	1%	-	2%	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-
Mean		6.99	7.29	6.70	5.49	5.21	6.05	7.61	7.60	8.29	7.91	7.51	6.94	6.48	8.73	8.49	6.64	8.16	7.63	7.76	9.10	8.78	8.01
Standard deviation		3.51	3.41	3.58	3.21	3.52	3.75	3.35	3.38	2.87	3.08	3.22	3.54	3.68	2.03	2.16	2.76	2.46	2.98	2.15	2.04	2.31	2.47
Standard error		0.11	0.16	0.15	0.45	0.34	0.33	0.25	0.25	0.15	0.21	0.22	0.26	0.20	0.14	0.15	0.65	0.16	0.62	0.62	0.13	0.16	0.34

Great Yarmouth Poll

CATI Fieldwork : 11th-16th July 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	447	553	51	105	132	179	184	346	221	218	181	332	198	200	18	223	23	12	230	219	54
Weighted base	1000	490	510	110	140	150	169	169	259	105	267	238	343	195	184	22	226	24	13	216	181	70
Conservative	195 19%	107 22%	88 17%	7 7%	34 24%	26 17%	28 17%	33 19%	66 26%	29 28%	67 25%	46 19%	46 14%	195 100%	-	-	-	-	-	120 55%	7 4%	10 14%
Labour	184 18%	90 18%	94 18%	24 22%	20 15%	27 18%	35 21%	29 17%	47 18%	18 17%	46 17%	51 21%	59 17%	-	184 100%	-	-	-	-	8 4%	105 58%	10 15%
Liberal Democrat	22 2%	2 *	20 4%	7 6%	4 3%	2 1%	3 2%	1 1%	6 2%	2 2%	7 3%	5 2%	7 2%	-	-	22 100%	-	-	-	-	1 *	11 16%
The UK Independence Party (UKIP)	226 23%	125 26%	101 20%	27 25%	23 16%	29 19%	40 24%	54 32%	53 20%	23 22%	68 26%	55 23%	70 20%	-	-	-	226 100%	-	-	58 27%	39 22%	15 21%
The Green Party	24 2%	8 2%	16 3%	6 6%	2 2%	4 2%	5 3%	4 3%	2 1%	4 3%	6 2%	3 1%	11 3%	-	-	-	-	24 100%	-	1 1%	7 4%	7 10%
The British National Party (BNP)	6 1%	6 1%	-	-	2 1%	-	2 1%	1 1%	1 *	-	1 *	2 1%	3 1%	-	-	-	-	-	6 45%	-	1 *	-
Some other party	7 1%	3 1%	4 1%	1 1%	2 1%	-	3 2%	1 1%	1 *	1 1%	1 *	4 2%	2 *	-	-	-	-	-	7 55%	-	1 *	-
Would not vote	176 18%	76 15%	100 20%	21 19%	41 29%	41 27%	25 15%	26 16%	22 8%	11 10%	31 12%	45 19%	78 23%	-	-	-	-	-	-	4 2%	6 4%	4 6%
Refused	64 6%	26 5%	38 7%	2 2%	1 1%	3 2%	12 7%	8 5%	37 14%	8 8%	12 4%	9 4%	33 10%	-	-	-	-	-	-	11 5%	5 3%	2 2%
Don't know	96 10%	46 9%	50 10%	13 12%	11 8%	18 12%	16 9%	11 7%	25 10%	9 9%	27 10%	19 8%	33 10%	-	-	-	-	-	-	14 7%	9 5%	11 16%

Great Yarmouth Poll

CATI Fieldwork : 11th-16th July 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	468	231	237	15	34	50	91	99	177	115	114	90	133	146	142	10	151	13	7	156	153	30
Weighted base	441	239	203	31	43	57	87	91	132	54	135	111	127	140	126	10	145	14	7	149	125	36
Conservative	140	77	63	4	18	17	21	27	52	21	49	33	33	140	-	-	-	-	-	98	5	6
	32%	32%	31%	12%	43%	30%	25%	30%	39%	39%	36%	29%	26%	100%	-	-	-	-	-	66%	4%	16%
Labour	126	63	62	13	10	20	26	21	35	13	35	34	38	-	126	-	-	-	-	4	83	6
	28%	27%	31%	43%	23%	34%	30%	23%	26%	23%	26%	31%	30%	-	100%	-	-	-	-	3%	66%	18%
Liberal Democrat	10	2	8	*	2	1	1	1	4	2	2	3	3	-	-	10	-	-	-	-	1	8
	2%	1%	4%	1%	5%	2%	1%	1%	3%	3%	2%	3%	2%	-	-	100%	-	-	-	-	1%	22%
The UK Independence Party (UKIP)	145	85	59	10	10	17	31	37	39	16	45	36	44	-	-	-	145	-	-	46	30	12
	33%	36%	29%	32%	23%	30%	36%	41%	30%	30%	33%	33%	34%	-	-	-	100%	-	-	31%	24%	33%
The Green Party	14	6	8	3	1	2	4	3	1	2	4	2	6	-	-	-	-	14	-	1	5	4
	3%	3%	4%	11%	1%	3%	5%	3%	1%	3%	3%	2%	5%	-	-	-	-	100%	-	1%	4%	11%
The British National Party (BNP)	4	4	-	-	1	-	1	1	*	-	*	1	2	-	-	-	-	-	4	-	*	-
	1%	2%	-	-	3%	-	1%	1%	*	-	*	1%	1%	-	-	-	-	-	48%	-	*	-
Some other party	4	2	2	*	*	-	2	1	*	*	1	1	1	-	-	-	-	-	4	-	*	-
	1%	1%	1%	1%	*	-	2%	1%	*	1%	1%	1%	1%	-	-	-	-	-	52%	-	*	-

Great Yarmouth Poll
CATI Fieldwork : 11th-16th July 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	33%
Labour	28%
Liberal Democrat	3%
UKIP	32%
Green	3%
Other	2%

Great Yarmouth Poll

CATI Fieldwork : 11th-16th July 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	447	553	51	105	132	179	184	346	221	218	181	332	198	200	18	223	23	12	230	219	54
Weighted base	1000	490	510	110	140	150	169	169	259	105	267	238	343	195	184	22	226	24	13	216	181	70
Conservative	207	109	98	9	31	25	29	36	78	30	66	50	54	176	4	*	11	1	-	125	9	11
	21%	22%	19%	8%	22%	17%	17%	21%	30%	28%	25%	21%	16%	90%	2%	2%	5%	6%	-	58%	5%	16%
Labour	197	98	98	24	23	29	39	31	49	22	48	52	65	4	171	1	7	2	1	10	106	17
	20%	20%	19%	22%	17%	19%	23%	18%	19%	21%	18%	22%	19%	2%	93%	3%	3%	6%	5%	5%	59%	25%
Liberal Democrat	27	7	21	9	6	2	4	1	6	2	8	4	13	1	1	17	3	-	-	1	3	11
	3%	1%	4%	8%	4%	1%	2%	1%	2%	2%	3%	2%	4%	1%	1%	77%	1%	-	-	1%	2%	15%
The UK Independence Party (UKIP)	220	127	93	25	24	29	40	49	53	23	70	50	67	3	3	1	198	-	7	50	40	13
	22%	26%	18%	23%	17%	19%	23%	29%	20%	22%	26%	21%	19%	2%	2%	6%	88%	-	52%	23%	22%	19%
The Green Party	30	11	19	11	1	4	6	4	3	3	8	6	13	1	3	-	-	20	-	1	6	6
	3%	2%	4%	10%	1%	3%	4%	3%	1%	3%	3%	2%	4%	1%	2%	-	-	85%	-	1%	3%	9%
The British National Party (BNP)	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	-	1%	-	-	-	-	*	-	-	-	-	-	8%	-	-	-
Some other party	7	3	4	-	-	-	3	3	1	-	1	3	3	-	1	1	-	-	3	-	2	-
	1%	1%	1%	-	-	-	2%	2%	*	-	*	1%	1%	-	*	4%	-	-	24%	-	1%	-
Would not vote	176	76	100	21	41	41	25	26	22	11	31	45	78	-	-	-	-	-	-	4	6	4
	18%	15%	20%	19%	29%	27%	15%	16%	8%	10%	12%	19%	23%	-	-	-	-	-	-	2%	4%	6%
Refused	43	17	26	-	1	1	11	7	23	8	7	5	21	1	-	-	-	-	-	4	1	1
	4%	3%	5%	-	1%	1%	6%	4%	9%	7%	3%	2%	6%	*	-	-	-	-	-	2%	1%	1%
Don't know	93	41	52	10	13	18	14	11	25	6	27	23	28	8	1	2	7	1	2	21	7	6
	9%	8%	10%	9%	10%	12%	8%	7%	10%	6%	10%	10%	8%	4%	1%	7%	3%	3%	11%	10%	4%	9%

Great Yarmouth Poll

CATI Fieldwork : 11th-16th July 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	489	241	247	17	33	52	91	102	192	120	119	93	141	141	141	9	149	13	7	162	156	33
Weighted base	459	247	212	33	41	59	87	94	144	56	140	114	136	135	125	9	142	13	7	153	128	39
Conservative	150	79	71	4	16	17	22	30	61	21	49	36	38	130	3	*	5	1	-	103	8	7
	33%	32%	33%	12%	39%	29%	25%	32%	42%	38%	35%	31%	28%	96%	3%	5%	4%	9%	-	67%	6%	19%
Labour	130	68	61	14	10	19	28	22	36	15	35	34	39	2	117	1	4	*	*	5	81	10
	28%	28%	29%	41%	23%	33%	32%	24%	25%	27%	25%	30%	29%	2%	94%	6%	2%	*	7%	4%	63%	26%
Liberal Democrat	13	4	9	1	3	1	2	1	4	2	3	3	5	1	1	7	2	-	-	1	2	7
	3%	2%	4%	4%	8%	2%	3%	1%	3%	3%	2%	3%	4%	1%	*	79%	2%	-	-	1%	2%	19%
The UK Independence Party (UKIP)	144	86	57	9	11	19	28	35	41	16	46	35	43	1	2	*	131	-	4	42	31	11
	31%	35%	27%	27%	28%	31%	33%	38%	28%	29%	33%	31%	32%	1%	2%	1%	92%	-	58%	28%	24%	28%
The Green Party	18	7	11	6	1	3	5	3	2	2	6	4	7	1	1	-	-	12	-	1	5	4
	4%	3%	5%	17%	1%	5%	5%	3%	1%	3%	4%	3%	5%	1%	1%	-	-	90%	-	1%	4%	9%
The British National Party (BNP)	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	-	1%	-	-	-	-	*	-	-	-	-	-	9%	-	-	-
Some other party	4	2	3	-	-	-	2	2	1	-	1	2	2	-	1	1	-	-	2	-	2	-
	1%	1%	1%	-	-	-	2%	2%	*	-	1%	2%	1%	-	1%	9%	-	-	27%	-	1%	-

Great Yarmouth Poll
CATI Fieldwork : 11th-16th July 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	33%
Labour	28%
Liberal Democrat	3%
UKIP	31%
Green	4%
Other	1%

Great Yarmouth Poll

CATI Fieldwork : 11th-16th July 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	447	553	51	105	132	179	184	346	221	218	181	332	198	200	18	223	23	12	230	219	54
Weighted base	1000	490	510	110	140	150	169	169	259	105	267	238	343	195	184	22	226	24	13	216	181	70
I would not vote Liberal Democrat	668 67%	372 76%	297 58%	65 59%	79 56%	105 70%	119 70%	119 70%	181 70%	71 68%	177 66%	166 70%	228 66%	142 73%	135 73%	-	176 78%	18 73%	11 84%	171 79%	135 75%	27 38%
I would not vote Conservative	506 51%	254 52%	252 49%	59 54%	73 52%	83 55%	96 57%	95 56%	99 38%	46 43%	127 48%	126 53%	186 54%	-	143 78%	12 56%	147 65%	23 94%	11 84%	36 16%	146 81%	43 61%
I would not vote Labour	490 49%	255 52%	235 46%	35 32%	61 43%	79 53%	94 56%	92 54%	129 50%	51 49%	140 52%	121 51%	160 47%	139 71%	-	11 51%	155 69%	13 53%	10 78%	170 79%	32 18%	34 48%
I would not vote UKIP	474 47%	225 46%	249 49%	48 44%	72 52%	70 47%	77 46%	78 46%	126 49%	56 53%	126 47%	114 48%	160 47%	137 70%	136 74%	12 56%	-	20 82%	5 35%	110 51%	97 54%	37 53%
None of these - I would potentially vote for all of them	107 11%	42 9%	65 13%	21 19%	21 15%	11 8%	12 7%	11 6%	30 12%	7 7%	33 12%	19 8%	38 11%	16 8%	13 7%	5 21%	18 8%	-	1 5%	15 7%	12 6%	7 10%
Don't know	22 2%	7 1%	15 3%	-	3 2%	4 3%	6 3%	1 1%	8 3%	1 1%	5 2%	3 1%	12 4%	-	1 *	-	-	-	-	1 1%	1 *	-

Great Yarmouth Poll

CATI Fieldwork : 11th-16th July 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	447	553	51	105	132	179	184	346	221	218	181	332	198	200	18	223	23	12	230	219	54	
Weighted base	1000	490	510	110	140	150	169	169	259	105	267	238	343	195	184	22	226	24	13	216	181	70	
NET: Well	536	297	239	67	67	59	94	90	158	69	153	116	171	163	102	11	105	7	3	164	82	39	
	54%	61%	47%	61%	48%	39%	55%	53%	61%	66%	57%	49%	50%	83%	55%	48%	46%	31%	25%	76%	46%	56%	
Very well	(4)	42	24	17	3	3	3	4	10	17	5	9	4	21	18	6	1	6	-	-	21	4	1
		4%	5%	3%	3%	2%	2%	2%	6%	6%	4%	3%	2%	6%	9%	3%	4%	3%	-	-	10%	2%	1%
Quite well	(3)	495	273	222	64	64	55	90	80	142	64	144	112	151	144	96	10	99	7	3	142	78	38
		49%	56%	43%	59%	46%	37%	53%	47%	55%	61%	54%	47%	44%	74%	52%	44%	44%	31%	25%	66%	43%	54%
Quite badly	(2)	309	123	186	32	47	62	53	53	61	27	78	80	109	24	60	10	80	14	6	41	75	16
		31%	25%	37%	29%	34%	42%	31%	31%	24%	26%	29%	34%	32%	12%	33%	44%	36%	61%	44%	19%	42%	23%
Very badly	(1)	114	55	59	10	19	20	15	24	24	8	26	37	41	*	16	2	33	2	4	4	20	10
		11%	11%	12%	9%	14%	14%	9%	14%	9%	7%	10%	15%	12%	*	9%	8%	15%	9%	31%	2%	11%	14%
NET: Badly		424	178	246	42	66	83	68	77	86	34	105	117	151	24	76	11	114	17	10	45	95	26
		42%	36%	48%	39%	47%	55%	40%	45%	33%	33%	39%	49%	44%	12%	41%	52%	50%	69%	75%	21%	52%	37%
Don't know		40	15	25	-	6	8	8	2	15	1	9	5	21	8	6	-	8	-	-	7	3	5
		4%	3%	5%	-	5%	5%	5%	1%	6%	1%	3%	2%	6%	4%	3%	-	3%	-	-	3%	2%	7%
Mean		2.48	2.56	2.41	2.55	2.38	2.29	2.51	2.46	2.62	2.64	2.53	2.36	2.47	2.97	2.52	2.45	2.35	2.22	1.94	2.87	2.38	2.46
Standard deviation		0.76	0.76	0.75	0.70	0.76	0.74	0.70	0.82	0.76	0.69	0.73	0.76	0.80	0.48	0.71	0.72	0.77	0.60	0.78	0.60	0.71	0.77
Standard error		0.02	0.04	0.03	0.10	0.08	0.07	0.05	0.06	0.04	0.05	0.05	0.06	0.05	0.04	0.05	0.17	0.05	0.13	0.22	0.04	0.05	0.11

Great Yarmouth Poll

CATI Fieldwork : 11th-16th July 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	447	553	51	105	132	179	184	346	221	218	181	332	198	200	18	223	23	12	230	219	54
Weighted base	1000	490	510	110	140	150	169	169	259	105	267	238	343	195	184	22	226	24	13	216	181	70
NET: Well	590	312	278	84	83	65	96	96	163	75	164	145	182	165	114	14	107	9	3	164	91	43
	59%	64%	54%	77%	60%	43%	57%	57%	63%	72%	61%	61%	53%	85%	62%	62%	47%	39%	22%	76%	51%	62%
Very well	(4) 59	32	28	6	10	7	6	8	21	10	10	13	23	24	6	1	12	-	-	28	8	2
	6%	6%	5%	5%	7%	5%	4%	5%	8%	9%	4%	6%	7%	12%	3%	5%	5%	-	-	13%	4%	2%
Quite well	(3) 530	280	250	78	73	58	90	89	143	66	154	132	159	141	109	13	95	9	3	136	83	41
	53%	57%	49%	72%	53%	38%	53%	52%	55%	63%	58%	55%	46%	72%	59%	57%	42%	39%	22%	63%	46%	59%
Quite badly	(2) 269	119	149	22	33	65	47	46	53	23	75	64	90	21	46	7	85	11	6	39	70	17
	27%	24%	29%	20%	24%	43%	28%	27%	21%	22%	28%	27%	26%	11%	25%	33%	38%	47%	47%	18%	39%	25%
Very badly	(1) 107	43	63	3	16	17	20	24	27	5	22	25	51	3	17	1	29	3	4	8	19	4
	11%	9%	12%	3%	12%	11%	12%	14%	10%	5%	8%	11%	15%	2%	9%	5%	13%	14%	31%	4%	11%	6%
NET: Badly	375	162	213	26	50	82	67	70	80	28	97	90	141	25	64	8	114	15	10	47	88	21
	38%	33%	42%	23%	36%	55%	39%	41%	31%	27%	36%	38%	41%	13%	35%	38%	50%	61%	78%	22%	49%	31%
Don't know	35	16	19	-	7	3	7	3	16	1	6	4	20	6	6	-	5	-	-	5	1	5
	3%	3%	4%	-	5%	2%	4%	2%	6%	1%	2%	2%	6%	3%	3%	-	2%	-	-	2%	*	8%
Mean	2.56	2.63	2.49	2.79	2.58	2.38	2.51	2.48	2.65	2.77	2.58	2.57	2.48	2.98	2.58	2.63	2.41	2.25	1.90	2.88	2.45	2.63
Standard deviation	0.77	0.74	0.79	0.58	0.80	0.76	0.76	0.79	0.79	0.68	0.70	0.76	0.84	0.56	0.71	0.67	0.78	0.70	0.75	0.67	0.74	0.65
Standard error	0.02	0.04	0.03	0.08	0.08	0.07	0.06	0.06	0.04	0.05	0.05	0.06	0.05	0.04	0.05	0.16	0.05	0.15	0.22	0.04	0.05	0.09

Great Yarmouth Poll

CATI Fieldwork : 11th-16th July 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	447	553	51	105	132	179	184	346	221	218	181	332	198	200	18	223	23	12	230	219	54
Weighted base	1000	490	510	110	140	150	169	169	259	105	267	238	343	195	184	22	226	24	13	216	181	70
I am satisfied with the job David Cameron is doing overall as Prime Minister	310 31%	162 33%	148 29%	36 32%	43 31%	33 22%	47 27%	52 31%	99 38%	38 36%	81 30%	72 30%	104 30%	128 66%	33 18%	6 26%	46 20%	- -	- -	113 52%	26 14%	11 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	278 28%	131 27%	148 29%	33 30%	35 25%	46 31%	50 29%	49 29%	64 25%	32 31%	86 32%	56 24%	91 27%	60 31%	24 13%	11 50%	89 40%	7 29%	5 39%	79 37%	32 17%	25 35%
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.	268 27%	133 27%	135 27%	28 25%	41 29%	42 28%	47 28%	48 28%	64 25%	23 22%	70 26%	72 30%	96 28%	5 2%	123 67%	4 19%	64 28%	15 62%	4 29%	15 7%	108 60%	27 38%
Refused	36 4%	19 4%	17 3%	3 3%	5 3%	6 4%	7 4%	3 2%	11 4%	3 3%	4 1%	14 6%	10 3%	- -	* *	- -	4 2%	- -	- -	2 1%	3 2%	2 3%
Don't know	108 11%	46 9%	62 12%	10 9%	16 12%	23 16%	19 11%	18 10%	21 8%	8 8%	26 10%	24 10%	41 12%	3 1%	4 2%	1 5%	23 10%	2 9%	4 31%	7 3%	12 6%	6 9%

Great Yarmouth Poll

CATI Fieldwork : 11th-16th July 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	447	553	51	105	132	179	184	346	221	218	181	332	198	200	18	223	23	12	230	219	54
Weighted base	1000	490	510	110	140	150	169	169	259	105	267	238	343	195	184	22	226	24	13	216	181	70
The Conservatives	164 16%	93 19%	71 14%	18 16%	26 19%	28 18%	33 19%	19 11%	40 16%	15 15%	50 19%	42 18%	48 14%	45 23%	28 15%	6 29%	29 13%	4 18%	1 8%	40 18%	28 15%	14 19%
The UK Independence Party (UKIP)	159 16%	95 19%	64 12%	15 14%	34 25%	29 19%	24 14%	22 13%	34 13%	14 13%	49 18%	40 17%	52 15%	27 14%	23 13%	1 6%	57 25%	3 13%	5 34%	34 16%	31 17%	13 19%
Labour	139 14%	72 15%	67 13%	23 21%	22 16%	24 16%	24 14%	24 14%	24 9%	11 10%	39 15%	35 15%	47 14%	24 12%	34 19%	3 13%	37 16%	1 6%	1 8%	25 12%	31 17%	7 10%
The Liberal Democrat	53 5%	27 6%	25 5%	10 9%	8 6%	6 4%	11 7%	8 4%	10 4%	4 4%	10 4%	10 4%	24 7%	7 4%	4 2%	15 17%	7 7%	-	1 8%	10 5%	8 4%	4 5%
None of them	704 70%	326 67%	378 74%	77 71%	88 63%	103 69%	114 67%	125 74%	193 75%	73 69%	184 69%	161 68%	250 73%	127 65%	128 70%	13 59%	149 66%	18 74%	9 66%	146 68%	124 69%	45 65%
Don't know	13 1%	8 2%	5 1%	- -	3 2%	3 2%	3 2%	1 *	3 1%	2 2%	1 *	3 1%	5 1%	5 2%	1 *	1 2%	1 *	1 2%	-	4 2%	1 *	3 4%

Great Yarmouth Poll

CATI Fieldwork : 11th-16th July 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	447	553	51	105	132	179	184	346	221	218	181	332	198	200	18	223	23	12	230	219	54
Weighted base	1000	490	510	110	140	150	169	169	259	105	267	238	343	195	184	22	226	24	13	216	181	70
A Labour government	334	167	167	45	51	57	54	56	68	29	74	92	121	2	146	2	79	11	7	12	130	18
	33%	34%	33%	41%	37%	38%	32%	33%	26%	28%	28%	39%	35%	1%	80%	10%	35%	46%	50%	5%	72%	26%
A Conservative government	291	160	130	17	32	36	50	55	101	38	93	61	86	161	4	5	55	1	-	157	11	9
	29%	33%	26%	15%	23%	24%	30%	32%	39%	36%	35%	26%	25%	83%	2%	21%	24%	4%	-	72%	6%	13%
A coalition between the Conservatives and the Liberal Democrats	92	40	52	7	12	20	11	20	23	13	30	21	26	28	*	8	25	4	2	24	3	18
	9%	8%	10%	7%	8%	13%	6%	12%	9%	13%	11%	9%	8%	14%	*	35%	11%	15%	11%	11%	2%	26%
A coalition between Labour and the Liberal Democrats	91	42	49	24	17	8	18	10	14	11	27	22	28	3	31	7	20	7	1	5	25	14
	9%	9%	10%	22%	12%	6%	11%	6%	5%	10%	10%	9%	8%	1%	17%	32%	9%	31%	9%	2%	14%	20%
Don't know	193	80	113	16	28	29	36	29	54	14	43	42	81	2	3	*	47	1	4	19	11	11
	19%	16%	22%	15%	20%	19%	21%	17%	21%	13%	16%	18%	24%	1%	2%	2%	21%	4%	30%	9%	6%	15%

Great Yarmouth Poll
CATI Fieldwork : 11th-16th July 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	447 45%	490 49%
Female	553 55%	510 51%

Great Yarmouth Poll
CATI Fieldwork : 11th-16th July 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	51 5%	110 11%
25-34	105 11%	140 14%
35-44	132 13%	150 15%
45-54	179 18%	169 17%
55-64	184 18%	169 17%
65 or older	346 35%	259 26%
Refused	3 *	3 *

Great Yarmouth Poll
CATI Fieldwork : 11th-16th July 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%	29 3%
B	158 16%	76 8%
C1	218 22%	267 27%
C2	181 18%	238 24%
D	129 13%	154 15%
E	203 20%	189 19%
Refused	48 5%	48 5%

Great Yarmouth Poll
CATI Fieldwork : 11th-16th July 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	230 23%	216 22%
Labour	219 22%	181 18%
Liberal Democrats	54 5%	70 7%
Another party	59 6%	50 5%
Did not vote	342 34%	404 40%
Refused	58 6%	44 4%
Don't know	38 4%	35 4%