

Great Yarmouth Poll

CATI Fieldwork : 15th-24th April 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	1000	468	532	39	110	151	184	176	339	286	202	176	291	292	245	19	178	28	5	302	212	61	
Weighted base	1000	490	510	110	140	150	170	170	260	105	267	239	344	259	255	17	182	43	6	245	193	79	
Certain to vote	(10)	608	304	303	36	61	91	108	125	187	78	176	129	197	199	175	12	129	21	3	203	155	53
		61%	62%	60%	33%	44%	61%	64%	73%	72%	74%	66%	54%	57%	77%	69%	71%	71%	49%	46%	83%	80%	66%
	(9)	70	42	28	16	15	10	7	11	10	4	26	15	24	19	17	1	13	10	2	14	5	9
		7%	9%	6%	15%	11%	7%	4%	7%	4%	4%	10%	6%	7%	7%	7%	8%	7%	23%	28%	6%	3%	11%
	(8)	53	24	29	7	8	3	16	9	10	5	14	18	12	16	22	-	7	2	-	9	12	2
		5%	5%	6%	6%	6%	2%	9%	5%	4%	5%	5%	8%	3%	6%	9%	-	4%	4%	-	4%	6%	3%
	(7)	31	12	19	3	6	7	1	7	7	1	9	7	9	6	7	-	8	2	2	9	5	2
		3%	2%	4%	3%	4%	5%	1%	4%	3%	1%	3%	3%	3%	2%	3%	-	4%	4%	27%	4%	2%	2%
	(6)	11	6	5	-	3	3	-	1	3	-	3	3	4	-	3	-	3	1	-	1	2	-
		1%	1%	1%	-	2%	2%	-	1%	1%	-	1%	1%	1%	-	1%	-	1%	2%	-	1%	1%	-
	(5)	63	25	38	10	18	9	6	5	16	6	9	17	30	10	22	3	8	-	-	4	6	3
		6%	5%	7%	9%	13%	6%	4%	3%	6%	6%	3%	7%	9%	4%	8%	20%	5%	-	-	1%	3%	4%
	(4)	15	-	15	8	3	-	1	1	3	*	-	9	4	5	5	-	2	2	-	-	2	-
		2%	-	3%	7%	2%	-	1%	1%	1%	*	-	4%	1%	2%	2%	-	1%	4%	-	-	1%	-
	(3)	30	16	14	13	2	6	6	-	4	1	10	7	11	3	5	-	7	1	-	1	2	3
		3%	3%	3%	11%	1%	4%	3%	-	1%	1%	4%	3%	3%	1%	2%	-	4%	3%	-	*	1%	3%
	(2)	17	12	5	13	-	-	2	-	3	*	-	4	13	1	-	-	6	5	-	2	-	5
		2%	2%	1%	11%	-	-	1%	-	1%	*	-	2%	4%	*	-	-	3%	11%	-	1%	-	6%
Definitely would not vote	(1)	96	47	49	5	22	19	22	10	18	8	21	29	38	-	-	-	-	-	-	1	4	4
		10%	10%	10%	4%	16%	13%	13%	6%	7%	7%	8%	12%	11%	-	-	-	-	-	-	*	2%	5%
Refused		1	1	*	-	-	-	1	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	*	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		4	1	3	-	2	1	-	1	-	-	-	1	3	-	-	-	-	-	-	-	-	-
		*	*	1%	-	1%	1%	-	1%	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-
Mean		8.06	8.15	7.97	6.67	7.23	7.92	8.04	8.97	8.58	8.73	8.53	7.63	7.70	9.31	8.96	8.89	8.86	8.18	8.92	9.51	9.27	8.44
Standard deviation		3.09	3.09	3.08	3.30	3.35	3.25	3.27	2.32	2.75	2.67	2.74	3.28	3.31	1.62	1.88	2.05	2.22	2.78	1.34	1.40	1.83	2.89
Standard error		0.10	0.14	0.13	0.53	0.32	0.27	0.24	0.18	0.15	0.16	0.19	0.25	0.19	0.09	0.12	0.47	0.17	0.53	0.60	0.08	0.13	0.37

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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	468	532	39	110	151	184	176	339	286	202	176	291	292	245	19	178	28	5	302	212	61
Weighted base	1000	490	510	110	140	150	170	170	260	105	267	239	344	259	255	17	182	43	6	245	193	79
Conservative	259 26%	123 25%	136 27%	15 14%	42 30%	36 24%	33 20%	52 31%	80 31%	41 39%	70 26%	69 29%	68 20%	259 100%	-	-	-	-	-	159 65%	8 4%	10 12%
Labour	255 26%	106 22%	150 29%	43 39%	25 18%	39 26%	48 28%	34 20%	65 25%	21 20%	82 31%	45 19%	99 29%	-	255 100%	-	-	-	-	13 5%	129 67%	16 21%
Liberal Democrat	17 2%	6 1%	10 2%	-	1 *	2 1%	5 3%	4 2%	5 2%	3 3%	6 2%	2 1%	5 2%	-	-	17 100%	-	-	-	* *	1 1%	10 13%
The UK Independence Party (UKIP)	182 18%	110 22%	72 14%	16 15%	20 14%	32 21%	31 18%	39 23%	44 17%	15 14%	48 18%	51 21%	59 17%	-	-	-	182 100%	-	-	48 19%	28 15%	13 16%
The Green Party	43 4%	27 5%	16 3%	15 14%	11 8%	2 1%	5 3%	7 4%	3 1%	2 2%	11 4%	10 4%	15 4%	-	-	-	-	43 100%	-	1 *	3 2%	15 19%
The British National Party (BNP)	2 *	2 *	-	-	2 1%	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	2 28%	-	-	-
Some other party	4 *	1 *	3 1%	-	2 1%	1 1%	1 1%	-	-	* *	1 *	3 1%	-	-	-	-	-	-	4 72%	-	2 1%	* *
Would not vote	96 10%	47 10%	49 10%	5 4%	22 16%	19 13%	22 13%	10 6%	18 7%	8 7%	21 8%	29 12%	38 11%	-	-	-	-	-	-	1 *	4 2%	4 5%
Refused	54 5%	27 6%	27 5%	-	* *	8 5%	11 7%	11 6%	23 9%	5 5%	13 5%	9 4%	23 7%	-	-	-	-	-	-	11 5%	5 3%	-
Don't know	87 9%	41 8%	46 9%	15 14%	16 11%	11 7%	13 8%	13 8%	20 8%	10 9%	14 5%	21 9%	37 11%	-	-	-	-	-	-	12 5%	12 6%	11 14%

Great Yarmouth Poll

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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	608	295	313	20	59	86	108	121	213	186	135	100	162	241	193	14	137	19	4	233	159	43
Weighted base	582	294	288	52	73	85	98	114	159	67	177	131	182	208	192	12	136	29	5	188	144	53
Conservative	208	99	110	9	30	30	26	45	68	34	58	54	53	208	-	-	-	-	-	138	6	7
	36%	34%	38%	18%	41%	35%	27%	39%	43%	51%	33%	41%	29%	100%	-	-	-	-	-	73%	4%	13%
Labour	192	85	107	24	17	29	40	28	53	17	64	30	74	-	192	-	-	-	-	11	109	15
	33%	29%	37%	46%	24%	34%	41%	25%	33%	25%	36%	23%	41%	-	100%	-	-	-	-	6%	76%	27%
Liberal Democrat	12	5	7	-	1	2	4	2	4	2	4	2	4	-	-	12	-	-	-	*	1	8
	2%	2%	3%	-	1%	2%	5%	2%	2%	3%	2%	1%	2%	-	-	100%	-	-	-	*	1%	16%
The UK Independence Party (UKIP)	136	83	54	9	16	22	23	33	34	12	39	36	43	-	-	-	136	-	-	38	22	10
	23%	28%	19%	17%	22%	26%	23%	29%	21%	18%	22%	28%	24%	-	-	-	100%	-	-	20%	16%	19%
The Green Party	29	21	9	10	7	2	3	6	1	2	9	7	7	-	-	-	-	29	-	1	3	13
	5%	7%	3%	20%	10%	2%	3%	5%	1%	2%	5%	5%	4%	-	-	-	-	100%	-	*	2%	25%
The British National Party (BNP)	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	2%	-	-	-	-	-	1%	-	-	-	-	-	-	-	30%	-	-	-
Some other party	3	1	2	-	1	1	1	-	-	*	1	2	-	-	-	-	-	-	3	-	2	*
	1%	*	1%	-	1%	1%	1%	-	-	1%	1%	1%	-	-	-	-	-	-	70%	-	2%	1%

Great Yarmouth Poll
CATI Fieldwork : 15th-24th April 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	36%
Labour	33%
Liberal Democrat	2%
UKIP	23%
Green	5%
Other	1%

Great Yarmouth Poll

CATI Fieldwork : 15th-24th April 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	1000	468	532	39	110	151	184	176	339	286	202	176	291	292	245	19	178	28	5	302	212	61
Weighted base	1000	490	510	110	140	150	170	170	260	105	267	239	344	259	255	17	182	43	6	245	193	79
Conservative	255	118	137	15	39	32	34	51	83	43	73	67	63	233	6	2	4	-	-	153	8	12
	25%	24%	27%	14%	28%	21%	20%	30%	32%	41%	27%	28%	18%	90%	2%	11%	2%	-	-	62%	4%	15%
Labour	261	109	152	41	32	39	49	38	62	21	81	53	99	4	236	-	8	2	2	14	134	18
	26%	22%	30%	37%	23%	26%	29%	23%	24%	20%	30%	22%	29%	2%	92%	-	5%	5%	27%	6%	69%	22%
Liberal Democrat	14	10	4	-	4	*	4	4	3	2	5	2	2	-	*	9	1	4	-	*	2	8
	1%	2%	1%	-	3%	*	2%	2%	1%	2%	2%	1%	*	-	*	53%	1%	9%	-	*	1%	11%
The UK Independence Party (UKIP)	194	111	83	19	20	38	32	36	49	15	52	50	67	13	5	4	164	-	1	56	24	15
	19%	23%	16%	17%	14%	25%	19%	21%	19%	15%	19%	21%	19%	5%	2%	21%	90%	-	18%	23%	12%	20%
The Green Party	39	25	14	17	3	2	6	6	5	2	10	7	18	2	1	1	-	28	-	2	3	16
	4%	5%	3%	16%	2%	1%	4%	3%	2%	2%	4%	3%	5%	1%	*	8%	-	65%	-	1%	2%	21%
The British National Party (BNP)	2	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-	-	-
	*	*	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	28%	-	-	-
Some other party	5	5	-	3	-	1	-	-	-	-	-	1	-	-	-	-	-	3	1	-	1	-
	*	1%	-	3%	-	1%	-	-	-	-	-	1%	-	-	-	-	-	7%	22%	-	1%	-
Would not vote	96	47	49	5	22	19	22	10	18	8	21	29	38	-	-	-	-	-	-	1	4	4
	10%	10%	10%	4%	16%	13%	13%	6%	7%	7%	8%	12%	11%	-	-	-	-	-	-	*	2%	5%
Refused	42	21	21	-	*	7	9	9	17	4	10	3	21	-	-	1	-	1	-	7	2	1
	4%	4%	4%	-	*	5%	6%	5%	6%	4%	4%	1%	6%	-	-	6%	-	2%	-	3%	1%	1%
Don't know	91	41	50	10	17	11	14	15	23	10	14	25	36	7	7	-	5	5	*	12	15	4
	9%	8%	10%	9%	12%	8%	8%	9%	9%	9%	5%	11%	10%	3%	3%	-	3%	12%	6%	5%	8%	6%

Great Yarmouth Poll

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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	614	298	316	20	59	87	109	121	218	191	138	101	160	235	188	13	134	16	3	241	159	43	
Weighted base	584	295	289	52	73	85	97	113	164	69	180	130	180	203	187	11	132	26	4	192	144	53	
Conservative	207	95	112	9	29	26	27	44	73	36	60	52	51	188	5	2	3	-	-	135	6	9	
		35%	32%	39%	18%	39%	30%	28%	39%	44%	52%	34%	40%	28%	92%	3%	15%	3%	-	-	70%	4%	16%
Labour	195	86	109	22	22	30	40	31	50	17	64	36	73	3	177	-	5	2	1	11	112	16	
		33%	29%	38%	42%	31%	35%	41%	27%	31%	24%	36%	27%	41%	2%	95%	-	4%	7%	16%	6%	78%	30%
Liberal Democrat	11	8	3	-	3	*	3	2	2	2	4	2	1	-	*	6	1	3	-	*	1	7	
		2%	3%	1%	-	4%	*	3%	2%	1%	3%	2%	2%	1%	-	*	54%	1%	12%	-	*	1%	14%
The UK Independence Party (UKIP)	143	85	58	11	15	27	23	31	36	13	42	35	47	10	3	2	122	-	1	44	20	11	
		24%	29%	20%	21%	21%	31%	24%	28%	22%	19%	23%	27%	26%	5%	2%	20%	92%	-	23%	23%	14%	21%
The Green Party	23	15	7	8	2	1	4	5	3	2	8	5	7	2	1	1	-	18	-	2	3	10	
		4%	5%	3%	14%	3%	2%	4%	4%	2%	5%	4%	4%	1%	*	10%	-	70%	-	1%	2%	19%	
The British National Party (BNP)	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	
		*	*	-	2%	-	-	-	-	-	1%	-	-	-	-	-	-	-	32%	-	-	-	
Some other party	4	4	-	3	-	1	-	-	-	-	-	1	-	-	-	-	-	3	1	-	1	-	
		1%	1%	-	5%	-	1%	-	-	-	-	1%	-	-	-	-	-	11%	28%	-	1%	-	

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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	36%
Labour	34%
Liberal Democrat	2%
UKIP	24%
Green	4%
Other	1%

Great Yarmouth Poll

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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	468	532	39	110	151	184	176	339	286	202	176	291	292	245	19	178	28	5	302	212	61
Weighted base	1000	490	510	110	140	150	170	170	260	105	267	239	344	259	255	17	182	43	6	245	193	79
I would not vote Liberal Democrat	676 68%	330 67%	347 68%	84 76%	75 54%	102 68%	127 75%	110 65%	179 69%	70 67%	186 70%	161 67%	234 68%	182 70%	192 75%	-	153 84%	27 62%	3 46%	195 79%	144 74%	39 49%
I would not vote UKIP	538 54%	246 50%	292 57%	62 57%	75 54%	81 54%	89 52%	88 52%	142 55%	64 61%	158 59%	103 43%	188 55%	180 70%	189 74%	11 66%	-	37 87%	3 55%	130 53%	123 64%	60 76%
I would not vote Conservative	487 49%	237 48%	250 49%	69 63%	58 42%	79 53%	96 57%	69 41%	115 44%	36 34%	132 49%	116 49%	188 55%	-	224 88%	11 63%	119 65%	27 64%	3 46%	34 14%	162 84%	50 64%
I would not vote Labour	476 48%	252 51%	224 44%	41 37%	62 44%	71 48%	77 45%	92 54%	133 51%	57 54%	121 45%	129 54%	150 44%	208 80%	-	11 64%	131 72%	26 61%	3 46%	199 81%	25 13%	36 45%
None of these - I would potentially vote for all of them	73 7%	38 8%	35 7%	6 5%	11 8%	12 8%	12 7%	15 9%	17 7%	7 6%	16 6%	28 12%	17 5%	12 5%	4 2%	1 5%	10 5%	2 4%	-	9 4%	4 2%	3 4%
Don't know	33 3%	21 4%	12 2%	4 4%	11 8%	5 3%	2 1%	3 2%	8 3%	1 1%	10 4%	2 1%	15 4%	-	2 1%	1 6%	2 1%	-	2 28%	3 1%	1 *	-

Great Yarmouth Poll

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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	468	532	39	110	151	184	176	339	286	202	176	291	292	245	19	178	28	5	302	212	61
Weighted base	1000	490	510	110	140	150	170	170	260	105	267	239	344	259	255	17	182	43	6	245	193	79
NET: Well	634	317	317	78	89	91	106	103	167	73	180	166	189	222	157	9	98	20	6	191	112	54
	63%	65%	62%	71%	64%	60%	63%	61%	64%	70%	67%	70%	55%	86%	61%	56%	54%	48%	94%	78%	58%	68%
Very well	(4) 63	40	23	4	12	6	5	11	25	6	18	8	28	28	15	2	10	1	-	27	8	4
	6%	8%	5%	4%	9%	4%	3%	7%	10%	6%	7%	4%	8%	11%	6%	9%	5%	3%	-	11%	4%	5%
Quite well	(3) 571	278	294	74	77	84	101	92	142	67	162	158	161	194	142	8	88	19	6	164	104	50
	57%	57%	58%	68%	55%	56%	60%	54%	55%	64%	61%	66%	47%	75%	56%	47%	48%	45%	94%	67%	54%	63%
Quite badly	(2) 220	99	121	30	25	38	41	45	42	20	61	48	77	19	66	3	55	20	*	31	48	20
	22%	20%	24%	27%	18%	25%	24%	26%	16%	19%	23%	20%	22%	7%	26%	19%	30%	47%	6%	13%	25%	26%
Very badly	(1) 69	43	26	2	10	14	17	6	19	5	12	14	36	4	18	2	19	1	-	5	18	2
	7%	9%	5%	2%	7%	9%	10%	4%	7%	4%	5%	6%	11%	2%	7%	13%	10%	2%	-	2%	10%	3%
NET: Badly	289	141	147	32	36	52	58	51	61	25	74	62	113	23	84	5	74	21	*	36	66	23
	29%	29%	29%	29%	26%	35%	34%	30%	23%	24%	27%	26%	33%	9%	33%	32%	41%	49%	6%	15%	34%	29%
Don't know	77	31	46	-	15	8	5	16	33	7	14	10	41	13	14	2	10	2	-	18	15	2
	8%	6%	9%	-	11%	5%	3%	9%	13%	7%	5%	4%	12%	5%	5%	12%	6%	4%	-	7%	8%	3%
Mean	2.68	2.69	2.68	2.73	2.73	2.58	2.57	2.71	2.76	2.77	2.73	2.71	2.60	3.00	2.64	2.59	2.52	2.51	2.94	2.94	2.57	2.73
Standard deviation	0.71	0.76	0.66	0.55	0.75	0.73	0.72	0.66	0.75	0.64	0.66	0.64	0.82	0.51	0.71	0.89	0.77	0.60	0.26	0.59	0.74	0.61
Standard error	0.02	0.04	0.03	0.09	0.08	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.03	0.05	0.22	0.06	0.12	0.12	0.04	0.05	0.08

Great Yarmouth Poll

CATI Fieldwork : 15th-24th April 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	1000	468	532	39	110	151	184	176	339	286	202	176	291	292	245	19	178	28	5	302	212	61	
Weighted base	1000	490	510	110	140	150	170	170	260	105	267	239	344	259	255	17	182	43	6	245	193	79	
NET: Well	666	330	336	96	92	95	104	105	173	76	186	177	201	234	161	11	102	27	5	200	112	56	
	67%	67%	66%	88%	66%	63%	61%	62%	67%	72%	70%	74%	58%	90%	63%	68%	56%	64%	78%	81%	58%	71%	
Very well	(4)	75	47	28	13	7	8	12	9	26	10	17	28	19	30	15	3	15	-	-	25	17	6
	8%	10%	6%	12%	5%	6%	7%	5%	10%	9%	7%	12%	5%	12%	6%	18%	8%	-	-	10%	9%	7%	
Quite well	(3)	591	283	307	84	85	87	92	96	147	66	169	149	182	204	146	8	87	27	5	175	95	50
	59%	58%	60%	76%	61%	58%	54%	56%	57%	63%	63%	62%	53%	79%	57%	49%	48%	64%	78%	71%	49%	63%	
Quite badly	(2)	202	89	113	11	28	34	48	38	42	19	56	35	80	14	64	3	42	11	-	27	42	18
	20%	18%	22%	10%	20%	23%	28%	22%	16%	18%	21%	15%	23%	6%	25%	20%	23%	25%	-	11%	22%	23%	
Very badly	(1)	66	41	26	2	7	15	16	4	23	5	12	18	29	-	14	1	25	3	1	1	20	5
	7%	8%	5%	2%	5%	10%	9%	2%	9%	5%	4%	8%	8%	-	6%	6%	14%	8%	22%	1%	10%	6%	
NET: Badly	268	130	138	13	36	49	64	41	65	24	68	53	109	14	78	4	67	14	1	28	62	23	
	27%	26%	27%	12%	25%	33%	38%	24%	25%	23%	25%	22%	32%	6%	31%	26%	37%	33%	22%	12%	32%	29%	
Don't know	66	30	36	-	12	6	2	23	22	5	14	8	34	11	16	1	14	2	-	17	20	-	
	7%	6%	7%	-	9%	4%	1%	14%	8%	5%	5%	3%	10%	4%	6%	6%	7%	4%	-	7%	10%	-	
Mean	2.72	2.73	2.71	2.98	2.72	2.62	2.60	2.76	2.74	2.81	2.76	2.81	2.61	3.06	2.67	2.85	2.54	2.58	2.57	2.98	2.63	2.72	
Standard deviation	0.71	0.76	0.66	0.54	0.66	0.75	0.76	0.60	0.78	0.67	0.65	0.75	0.74	0.42	0.68	0.83	0.85	0.64	0.90	0.50	0.82	0.69	
Standard error	0.02	0.04	0.03	0.09	0.07	0.06	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.03	0.05	0.20	0.07	0.12	0.40	0.03	0.06	0.09	

Great Yarmouth Poll

CATI Fieldwork : 15th-24th April 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	1000	468	532	39	110	151	184	176	339	286	202	176	291	292	245	19	178	28	5	302	212	61
Weighted base	1000	490	510	110	140	150	170	170	260	105	267	239	344	259	255	17	182	43	6	245	193	79
I am satisfied with the job David Cameron is doing overall as Prime Minister	337 34%	174 35%	163 32%	32 29%	62 44%	49 33%	47 28%	54 32%	93 36%	47 45%	85 32%	98 41%	97 28%	193 74%	35 14%	3 18%	41 23%	7 16%	2 28%	154 63%	34 17%	19 23%
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	206 21%	101 21%	105 21%	14 13%	24 17%	26 18%	43 25%	52 31%	47 18%	28 26%	50 19%	50 21%	69 20%	63 24%	9 4%	5 32%	60 33%	13 31%	- -	71 29%	16 8%	15 19%
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.	304 30%	135 28%	169 33%	47 43%	25 18%	51 34%	57 34%	41 24%	82 31%	24 23%	96 36%	60 25%	113 33%	3 1%	203 79%	6 34%	44 24%	13 30%	3 51%	11 4%	123 64%	34 43%
Refused	42 4%	20 4%	22 4%	4 4%	3 2%	12 8%	5 3%	6 4%	12 5%	2 2%	9 3%	10 4%	17 5%	- -	1 *	- -	10 5%	- -	1 22%	5 2%	2 1%	- -
Don't know	110 11%	60 12%	50 10%	12 11%	26 19%	11 7%	18 11%	17 10%	26 10%	4 4%	27 10%	20 9%	48 14%	1 *	7 3%	3 16%	28 15%	10 23%	- -	6 2%	19 10%	12 15%

Great Yarmouth Poll

CATI Fieldwork : 15th-24th April 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	1000	468	532	39	110	151	184	176	339	286	202	176	291	292	245	19	178	28	5	302	212	61
Weighted base	1000	490	510	110	140	150	170	170	260	105	267	239	344	259	255	17	182	43	6	245	193	79
Labour	717	355	361	69	95	99	131	133	188	83	188	170	247	188	210	14	120	33	2	187	170	60
	72%	73%	71%	63%	68%	66%	77%	78%	72%	79%	70%	71%	72%	73%	82%	80%	66%	78%	28%	76%	88%	75%
The Conservatives	614	301	313	46	75	77	118	114	183	75	185	142	184	190	140	11	110	29	3	183	131	55
	61%	62%	61%	42%	54%	51%	69%	67%	71%	71%	69%	59%	54%	73%	55%	68%	60%	69%	52%	74%	68%	69%
The UK Independence Party (UKIP)	575	294	281	66	75	80	106	104	145	66	159	143	183	157	151	12	119	26	5	157	122	39
	58%	60%	55%	60%	53%	53%	62%	61%	56%	63%	59%	60%	53%	60%	59%	70%	65%	60%	82%	64%	63%	50%
The Liberal Democrat	197	99	98	11	20	22	36	33	75	24	55	48	61	51	43	3	33	8	-	45	44	13
	20%	20%	19%	10%	14%	15%	21%	19%	29%	22%	20%	20%	18%	20%	17%	17%	18%	18%	-	18%	23%	16%
None of them	138	72	66	21	21	28	21	17	31	11	31	34	51	29	24	1	27	5	-	24	11	8
	14%	15%	13%	19%	15%	19%	12%	10%	12%	10%	12%	14%	15%	11%	9%	6%	15%	12%	-	10%	6%	11%
Don't know	7	3	4	-	2	3	1	-	2	-	3	1	4	1	2	-	-	-	-	-	-	-
	1%	1%	1%	-	1%	2%	1%	-	1%	-	1%	1%	1%	1%	1%	-	-	-	-	-	-	-

Great Yarmouth Poll

CATI Fieldwork : 15th-24th April 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	1000	468	532	39	110	151	184	176	339	286	202	176	291	292	245	19	178	28	5	302	212	61
Weighted base	1000	490	510	110	140	150	170	170	260	105	267	239	344	259	255	17	182	43	6	245	193	79
A Labour government	320	146	174	62	42	46	55	40	74	23	88	63	135	-	207	-	40	20	2	11	132	25
	32%	30%	34%	57%	30%	31%	32%	24%	29%	22%	33%	26%	39%	-	81%	-	22%	47%	34%	5%	68%	32%
A Conservative government	293	141	151	13	45	37	53	56	89	46	80	77	79	204	1	-	44	2	-	169	12	10
	29%	29%	30%	12%	32%	24%	31%	33%	34%	43%	30%	32%	23%	79%	*	-	24%	4%	-	69%	6%	12%
A coalition between the Conservatives and the Liberal Democrats	132	81	51	13	15	26	16	29	34	17	27	36	45	50	2	7	32	9	-	36	5	18
	13%	17%	10%	12%	11%	17%	9%	17%	13%	17%	10%	15%	13%	19%	1%	41%	17%	22%	-	15%	3%	22%
A coalition between Labour and the Liberal Democrats	85	40	45	6	10	14	16	18	20	7	30	21	22	-	38	7	19	5	2	8	27	15
	8%	8%	9%	5%	7%	9%	10%	11%	8%	7%	11%	9%	7%	-	15%	44%	11%	11%	27%	3%	14%	19%
Don't know	170	82	89	16	29	28	30	26	42	11	42	42	62	5	7	3	47	7	2	20	17	12
	17%	17%	17%	14%	21%	18%	17%	15%	16%	11%	16%	18%	18%	2%	3%	15%	26%	16%	39%	8%	9%	15%

Great Yarmouth Poll
CATI Fieldwork : 15th-24th April 2015

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	468 47%	490 49%
Female	532 53%	510 51%

Great Yarmouth Poll
CATI Fieldwork : 15th-24th April 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	1000	1000
Weighted base	1000	1000
18-24	39 4%	110 11%
25-34	110 11%	140 14%
35-44	151 15%	150 15%
45-54	184 18%	170 17%
55-64	176 18%	170 17%
65 or older	339 34%	260 26%
Refused	1 *	1 *

Great Yarmouth Poll
CATI Fieldwork : 15th-24th April 2015

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	78 8%	27 3%
B	208 21%	78 8%
C1	202 20%	267 27%
C2	176 18%	239 24%
D	104 10%	145 14%
E	187 19%	199 20%
Refused	45 5%	45 5%

Great Yarmouth Poll
CATI Fieldwork : 15th-24th April 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	1000	1000
Weighted base	1000	1000
Conservative	302 30%	245 25%
Labour	212 21%	193 19%
Liberal Democrats	61 6%	79 8%
Another party	57 6%	54 5%
Did not vote	275 28%	343 34%
Refused	44 4%	38 4%
Don't know	49 5%	48 5%