

Croydon Central Poll

CATI Fieldwork : 14th-18th October 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	441	559	87	120	158	174	168	288	386	223	120	211	253	248	26	144	29	13	290	223	56	
Weighted base	1000	481	519	121	211	193	182	128	160	218	328	177	217	204	255	27	160	39	13	222	188	67	
Certain to vote	(10)	510	249	262	28	83	97	103	90	106	131	180	91	89	126	134	12	107	18	6	169	125	46
		51%	52%	50%	23%	39%	50%	57%	71%	66%	60%	55%	51%	41%	62%	53%	46%	67%	45%	46%	76%	67%	69%
	(9)	59	36	23	8	15	13	9	4	9	15	21	7	10	12	25	2	10	2	-	15	12	7
		6%	7%	4%	7%	7%	7%	5%	3%	6%	7%	6%	4%	5%	6%	10%	7%	7%	4%	-	7%	7%	10%
	(8)	87	40	48	10	24	15	16	11	12	22	35	10	15	26	28	1	10	6	1	14	15	6
		9%	8%	9%	8%	11%	8%	9%	8%	7%	10%	11%	6%	7%	13%	11%	2%	6%	15%	9%	7%	8%	10%
	(7)	51	21	30	18	6	11	9	2	5	8	11	6	22	10	15	4	8	1	3	6	8	1
		5%	4%	6%	15%	3%	6%	5%	2%	3%	4%	3%	3%	10%	5%	6%	14%	5%	3%	19%	3%	4%	1%
	(6)	28	12	16	12	4	4	5	1	4	9	7	3	8	8	10	4	3	-	-	5	2	1
		3%	2%	3%	10%	2%	2%	2%	1%	2%	4%	2%	2%	4%	4%	4%	13%	2%	-	-	2%	1%	2%
	(5)	86	32	53	12	27	27	4	6	10	9	16	27	25	11	20	4	13	4	2	5	11	1
		9%	7%	10%	10%	13%	14%	2%	5%	6%	4%	5%	16%	12%	5%	8%	14%	8%	9%	12%	2%	6%	1%
	(4)	22	12	11	3	14	1	2	*	2	5	8	3	3	*	12	1	2	3	-	1	6	2
		2%	2%	2%	3%	7%	1%	1%	*	1%	2%	2%	2%	1%	*	5%	4%	1%	9%	-	1%	3%	2%
	(3)	26	13	13	6	7	7	2	2	1	4	9	5	4	6	7	-	3	3	2	1	3	-
		3%	3%	2%	5%	4%	4%	1%	2%	*	2%	3%	3%	2%	3%	3%	-	2%	8%	13%	*	2%	-
	(2)	21	10	12	10	4	4	1	1	2	4	11	3	2	5	4	-	4	3	-	1	1	1
		2%	2%	2%	8%	2%	2%	1%	1%	1%	2%	3%	2%	1%	2%	2%	-	3%	7%	-	*	1%	2%
Definitely would not vote	(1)	106	56	50	16	27	14	30	9	9	11	30	21	37	-	-	-	-	-	5	4	2	
		11%	12%	10%	13%	13%	7%	16%	7%	6%	5%	9%	12%	17%	-	-	-	-	-	2%	2%	3%	
Refused		1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		*	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know		2	1	1	-	-	-	1	-	1	-	-	-	2	-	-	-	-	-	-	-	-	
		*	*	*	-	-	-	1%	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	
Mean		7.63	7.64	7.61	6.14	6.97	7.72	7.76	8.59	8.56	8.38	7.86	7.38	6.92	8.71	8.37	8.01	8.78	7.48	7.71	9.23	8.77	9.02
Standard deviation		3.15	3.21	3.09	3.16	3.27	2.95	3.37	2.75	2.61	2.63	3.09	3.27	3.39	2.09	2.23	2.15	2.15	2.91	2.61	1.80	2.24	2.09
Standard error		0.10	0.15	0.13	0.34	0.30	0.24	0.26	0.21	0.15	0.13	0.21	0.30	0.23	0.13	0.14	0.42	0.18	0.54	0.72	0.11	0.15	0.28

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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	441	559	87	120	158	174	168	288	386	223	120	211	253	248	26	144	29	13	290	223	56
Weighted base	1000	481	519	121	211	193	182	128	160	218	328	177	217	204	255	27	160	39	13	222	188	67
Conservative	204	113	91	20	42	31	33	28	49	63	67	33	32	204	-	-	-	-	-	133	7	5
	20%	24%	17%	17%	20%	16%	18%	22%	31%	29%	20%	19%	15%	100%	-	-	-	-	-	60%	4%	7%
Labour	255	114	141	43	58	64	39	22	29	63	97	29	57	-	255	-	-	-	-	6	126	25
	25%	24%	27%	35%	28%	33%	21%	17%	18%	29%	29%	17%	26%	-	100%	-	-	-	-	3%	67%	38%
Liberal Democrat	27	11	16	7	1	8	5	2	5	6	11	4	4	-	-	27	-	-	-	-	3	8
	3%	2%	3%	6%	*	4%	3%	2%	3%	3%	3%	2%	2%	-	-	100%	-	-	-	-	2%	12%
The UK Independence Party (UKIP)	160	90	70	8	30	24	34	36	29	22	42	45	45	-	-	-	160	-	-	51	18	5
	16%	19%	13%	6%	14%	12%	19%	28%	18%	10%	13%	25%	21%	-	-	-	100%	-	-	23%	10%	7%
The Green Party	39	17	23	9	18	7	2	2	2	9	16	6	5	-	-	-	-	39	-	2	3	11
	4%	3%	4%	7%	8%	4%	1%	1%	1%	4%	5%	3%	2%	-	-	-	-	100%	-	1%	2%	16%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	13	8	5	2	1	3	3	3	1	3	5	-	5	-	-	-	-	-	13	2	4	*
	1%	2%	1%	2%	*	2%	1%	3%	1%	1%	1%	-	2%	-	-	-	-	-	100%	1%	2%	1%
Would not vote	106	56	50	16	27	14	30	9	9	11	30	21	37	-	-	-	-	-	-	5	4	2
	11%	12%	10%	13%	13%	7%	16%	7%	6%	5%	9%	12%	17%	-	-	-	-	-	-	2%	2%	3%
Refused	60	28	33	-	2	16	8	12	20	13	21	7	15	-	-	-	-	-	-	8	1	2
	6%	6%	6%	-	1%	8%	5%	9%	13%	6%	6%	4%	7%	-	-	-	-	-	-	3%	1%	3%
Don't know	135	44	91	17	32	26	28	14	15	27	40	32	16	-	-	-	-	-	-	16	20	9
	13%	9%	18%	14%	15%	14%	15%	11%	10%	13%	12%	18%	8%	-	-	-	-	-	-	7%	10%	13%

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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	517	246	271	32	53	83	88	97	164	224	116	56	101	190	177	15	110	18	8	208	150	35
Weighted base	480	246	235	43	91	96	89	73	88	123	168	78	94	147	171	16	117	22	8	158	123	44
Conservative	147	84	63	9	30	20	26	22	39	45	50	24	23	147	-	-	-	-	-	107	6	3
	31%	34%	27%	20%	33%	21%	30%	30%	45%	37%	30%	31%	24%	100%	-	-	-	-	-	68%	5%	8%
Labour	171	74	96	20	35	50	29	17	21	48	66	18	34	-	171	-	-	-	-	6	97	20
	36%	30%	41%	46%	38%	52%	33%	23%	23%	39%	39%	23%	36%	-	100%	-	-	-	-	4%	78%	45%
Liberal Democrat	16	7	9	4	*	5	3	1	2	4	8	2	1	-	-	16	-	-	-	-	2	7
	3%	3%	4%	9%	*	5%	4%	2%	2%	3%	5%	3%	1%	-	-	100%	-	-	-	-	2%	15%
The UK Independence Party (UKIP)	117	67	50	4	18	15	27	30	23	18	33	32	30	-	-	-	117	-	-	42	14	4
	24%	27%	21%	9%	20%	15%	30%	41%	27%	15%	19%	41%	32%	-	-	-	100%	-	-	26%	12%	10%
The Green Party	22	8	14	5	8	4	2	1	2	6	9	2	3	-	-	-	-	22	-	1	2	9
	5%	3%	6%	12%	8%	5%	3%	1%	2%	5%	6%	2%	4%	-	-	-	-	100%	-	1%	1%	22%
Some other party	8	6	2	1	*	1	2	2	1	2	2	-	3	-	-	-	-	-	8	1	2	*
	2%	2%	1%	3%	*	1%	2%	2%	1%	2%	1%	-	3%	-	-	-	-	-	100%	1%	2%	1%

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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	31%
Labour	36%
Liberal Democrat	4%
UKIP	23%
Green	4%
Other	2%

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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	441	559	87	120	158	174	168	288	386	223	120	211	253	248	26	144	29	13	290	223	56
Weighted base	1000	481	519	121	211	193	182	128	160	218	328	177	217	204	255	27	160	39	13	222	188	67
Conservative	228 23%	124 26%	104 20%	16 13%	41 19%	40 21%	46 25%	35 28%	50 32%	67 31%	77 23%	36 20%	39 18%	180 88%	11 4%	2 7%	19 12%	- -	1 6%	135 61%	14 8%	7 10%
Labour	289 29%	126 26%	163 31%	43 35%	61 29%	80 41%	40 22%	34 27%	32 20%	69 32%	113 34%	38 22%	57 26%	9 5%	231 91%	7 24%	9 5%	1 3%	1 10%	14 6%	133 71%	27 41%
Liberal Democrat	28 3%	8 2%	20 4%	9 7%	2 1%	6 3%	4 2%	3 3%	4 3%	7 3%	12 4%	3 2%	5 2%	2 1%	3 1%	16 60%	- -	2 6%	- -	* *	1 1%	5 8%
The UK Independence Party (UKIP)	138 14%	81 17%	58 11%	11 9%	33 16%	17 9%	23 13%	25 19%	29 18%	20 9%	34 10%	40 23%	35 16%	6 3%	2 1%	1 2%	124 78%	- -	- -	45 20%	10 5%	6 9%
The Green Party	38 4%	22 4%	17 3%	8 7%	15 7%	5 3%	5 3%	1 1%	4 2%	8 4%	15 4%	6 3%	6 3%	1 *	- -	- -	- -	33 83%	* 3%	3 1%	3 1%	12 18%
The British National Party (BNP)	3 *	- -	3 1%	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	3 2%	- -	- -	- -	- -	- -
Some other party	12 1%	5 1%	7 1%	1 1%	3 2%	3 2%	3 1%	2 1%	- -	1 *	6 2%	- -	4 2%	- -	- -	- -	- -	- -	10 73%	2 1%	4 2%	- -
Would not vote	106 11%	56 12%	50 10%	16 13%	27 13%	14 7%	30 16%	9 7%	9 6%	11 5%	30 9%	21 12%	37 17%	- -	- -	- -	- -	- -	- -	5 2%	4 2%	2 3%
Refused	41 4%	13 3%	28 5%	2 1%	6 3%	11 6%	3 2%	6 5%	10 6%	7 3%	17 5%	6 3%	6 3%	- -	- -	- -	- -	- -	- -	2 1%	- -	- -
Don't know	117 12%	46 10%	70 14%	16 13%	23 11%	15 8%	28 15%	12 9%	21 13%	27 12%	24 7%	26 15%	23 11%	5 3%	9 3%	2 7%	6 4%	3 8%	1 8%	17 8%	17 9%	8 11%

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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	538	255	283	33	54	87	91	103	170	231	123	60	103	187	174	14	105	16	6	215	155	36
Weighted base	504	257	247	45	93	101	95	78	91	127	180	83	96	145	167	15	113	20	7	164	126	46
Conservative	163	91	72	8	28	25	34	27	41	49	57	25	28	133	5	2	14	-	1	110	11	5
	32%	35%	29%	17%	30%	25%	36%	35%	45%	39%	32%	30%	29%	92%	3%	10%	12%	-	10%	67%	9%	11%
Labour	196	88	108	22	38	56	31	27	23	52	78	26	34	6	161	5	6	1	1	12	103	21
	39%	34%	44%	48%	40%	55%	33%	34%	26%	41%	44%	31%	36%	4%	96%	31%	5%	5%	17%	7%	82%	45%
Liberal Democrat	17	4	13	5	1	3	4	2	1	5	9	1	2	1	1	9	-	2	-	*	1	4
	3%	2%	5%	12%	1%	3%	4%	3%	2%	4%	5%	2%	2%	1%	1%	57%	-	11%	-	*	1%	9%
The UK Independence Party (UKIP)	98	58	40	5	20	10	20	21	23	15	25	29	23	5	*	*	91	-	-	38	7	5
	20%	23%	16%	11%	21%	10%	21%	27%	25%	12%	14%	35%	24%	3%	*	2%	80%	-	-	23%	6%	11%
The Green Party	22	13	9	5	6	3	5	*	3	5	9	2	4	1	-	-	-	17	*	2	1	11
	4%	5%	4%	10%	7%	3%	5%	1%	4%	4%	5%	2%	4%	*	-	-	-	84%	6%	1%	1%	23%
The British National Party (BNP)	2	-	2	-	-	2	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-
	*	-	1%	-	-	2%	-	-	-	-	-	-	2%	-	-	-	2%	-	-	-	-	-
Some other party	5	3	1	1	1	1	2	*	-	*	1	-	2	-	-	-	-	-	4	1	2	-
	1%	1%	1%	2%	1%	1%	2%	*	-	*	1%	-	3%	-	-	-	-	-	67%	1%	2%	-

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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	33%
Labour	39%
Liberal Democrat	4%
UKIP	19%
Green	4%
Other	1%

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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	441	559	87	120	158	174	168	288	386	223	120	211	253	248	26	144	29	13	290	223	56
Weighted base	1000	481	519	121	211	193	182	128	160	218	328	177	217	204	255	27	160	39	13	222	188	67
I would not vote Liberal Democrat	619	298	321	69	133	102	121	84	109	135	195	116	145	136	179	-	121	24	8	170	131	23
	62%	62%	62%	57%	63%	53%	67%	66%	68%	62%	60%	66%	67%	67%	70%	-	76%	62%	58%	77%	70%	34%
I would not vote UKIP	581	269	312	76	133	125	103	58	83	149	214	74	118	138	211	21	-	39	11	103	144	55
	58%	56%	60%	63%	63%	65%	57%	45%	52%	68%	65%	42%	54%	67%	83%	76%	-	99%	80%	46%	77%	82%
I would not vote Conservative	476	218	257	65	120	95	84	54	56	98	159	80	109	-	201	7	91	35	9	34	140	41
	48%	45%	50%	54%	57%	49%	46%	42%	35%	45%	49%	45%	50%	-	79%	27%	57%	89%	69%	15%	75%	62%
I would not vote Labour	388	201	187	33	77	49	84	62	83	82	117	83	90	135	-	5	117	17	3	166	16	19
	39%	42%	36%	27%	36%	25%	46%	48%	52%	37%	36%	47%	41%	66%	-	17%	73%	44%	21%	75%	9%	28%
None of these - I would potentially vote for all of them	102	53	49	12	28	13	18	15	15	13	30	23	24	13	5	4	20	-	2	15	10	1
	10%	11%	9%	10%	13%	7%	10%	11%	9%	6%	9%	13%	11%	6%	2%	15%	13%	-	12%	7%	5%	2%
Don't know	36	20	17	5	4	14	6	2	5	4	9	7	10	4	4	-	3	-	-	4	-	2
	4%	4%	3%	4%	2%	7%	3%	2%	3%	2%	3%	4%	5%	2%	2%	-	2%	-	-	2%	-	4%

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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	441	559	87	120	158	174	168	288	386	223	120	211	253	248	26	144	29	13	290	223	56	
Weighted base	1000	481	519	121	211	193	182	128	160	218	328	177	217	204	255	27	160	39	13	222	188	67	
NET: Well	568	308	260	76	122	101	96	71	99	137	197	103	100	169	121	21	73	24	9	166	91	32	
	57%	64%	50%	63%	58%	52%	53%	56%	62%	63%	60%	58%	46%	83%	47%	77%	45%	62%	70%	75%	48%	48%	
Very well	(4)	64	43	21	2	20	9	7	11	14	9	23	11	13	15	10	-	15	1	3	19	11	3
		6%	9%	4%	2%	10%	5%	4%	8%	9%	4%	7%	6%	7%	4%	-	9%	2%	21%	9%	6%	4%	
Quite well	(3)	504	265	239	74	101	92	89	61	85	129	173	92	87	154	111	21	58	23	6	147	79	29
		50%	55%	46%	61%	48%	48%	49%	48%	53%	59%	53%	52%	40%	76%	44%	77%	36%	60%	49%	66%	42%	44%
Quite badly	(2)	310	135	175	34	67	69	57	45	38	65	96	51	79	25	103	4	70	11	3	42	68	28
		31%	28%	34%	28%	32%	36%	32%	35%	24%	30%	29%	29%	37%	12%	41%	17%	44%	28%	23%	19%	36%	42%
Very badly	(1)	83	26	57	12	22	8	22	8	13	9	22	18	29	7	19	1	13	4	1	10	20	4
		8%	5%	11%	10%	10%	4%	12%	6%	8%	4%	7%	10%	13%	3%	8%	5%	8%	9%	6%	4%	11%	5%
NET: Badly		393	161	232	45	89	77	79	53	50	74	118	69	108	32	123	6	83	15	4	52	88	32
		39%	34%	45%	37%	42%	40%	43%	41%	31%	34%	36%	39%	50%	16%	48%	21%	52%	38%	30%	23%	47%	47%
Don't know		39	12	27	-	1	15	6	3	10	6	14	5	9	3	12	*	4	-	-	5	9	3
		4%	2%	5%	-	*	8%	4%	3%	7%	3%	4%	3%	4%	2%	5%	2%	3%	-	-	2%	5%	5%
Mean		2.57	2.69	2.45	2.55	2.57	2.58	2.47	2.60	2.67	2.65	2.63	2.56	2.41	2.88	2.45	2.74	2.48	2.55	2.85	2.81	2.46	2.49
Standard deviation		0.74	0.71	0.75	0.69	0.80	0.66	0.76	0.74	0.77	0.63	0.72	0.77	0.81	0.57	0.70	0.55	0.79	0.70	0.86	0.65	0.77	0.68
Standard error		0.02	0.03	0.03	0.07	0.07	0.05	0.06	0.06	0.05	0.03	0.05	0.07	0.06	0.04	0.05	0.11	0.07	0.13	0.24	0.04	0.05	0.09

Croydon Central Poll

CATI Fieldwork : 14th-18th October 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	441	559	87	120	158	174	168	288	386	223	120	211	253	248	26	144	29	13	290	223	56	
Weighted base	1000	481	519	121	211	193	182	128	160	218	328	177	217	204	255	27	160	39	13	222	188	67	
NET: Well	605	322	283	93	145	101	89	70	105	146	210	105	101	171	136	18	85	27	9	160	95	47	
	61%	67%	55%	77%	68%	52%	49%	55%	66%	67%	64%	60%	47%	84%	53%	68%	53%	68%	67%	72%	51%	69%	
Very well	(4)	66	37	29	6	28	7	5	6	13	13	19	8	22	19	14	1	9	1	2	19	8	5
		7%	8%	6%	5%	13%	4%	3%	5%	8%	6%	6%	4%	10%	9%	5%	3%	5%	2%	12%	8%	4%	7%
Quite well	(3)	539	285	254	87	116	94	85	64	92	134	191	98	79	152	122	18	77	26	7	141	87	42
		54%	59%	49%	72%	55%	49%	47%	50%	58%	61%	58%	55%	36%	74%	48%	64%	48%	66%	55%	63%	46%	62%
Quite badly	(2)	272	112	159	19	52	59	65	42	34	53	88	49	73	24	90	7	56	9	3	48	64	15
		27%	23%	31%	15%	25%	31%	36%	33%	21%	24%	27%	27%	34%	12%	35%	26%	35%	24%	27%	21%	34%	22%
Very badly	(1)	79	30	48	6	10	18	22	10	12	10	19	14	31	3	19	-	15	3	1	7	18	3
		8%	6%	9%	5%	5%	10%	12%	8%	8%	4%	6%	8%	14%	1%	7%	-	10%	8%	6%	3%	10%	4%
NET: Badly		350	143	208	24	62	78	87	52	46	63	107	63	104	26	109	7	72	12	4	55	82	17
		35%	30%	40%	20%	29%	40%	48%	41%	29%	29%	33%	35%	48%	13%	43%	26%	45%	32%	33%	25%	44%	26%
Don't know		44	17	28	4	4	15	5	5	9	8	11	9	11	7	10	2	3	-	-	8	11	3
		4%	3%	5%	4%	2%	8%	3%	4%	5%	4%	3%	5%	5%	3%	4%	7%	2%	-	-	3%	6%	5%
Mean		2.62	2.71	2.54	2.79	2.79	2.50	2.41	2.54	2.70	2.71	2.66	2.59	2.45	2.95	2.54	2.76	2.50	2.63	2.72	2.80	2.48	2.76
Standard deviation		0.73	0.71	0.75	0.60	0.74	0.73	0.74	0.72	0.74	0.65	0.68	0.71	0.88	0.52	0.72	0.51	0.75	0.67	0.78	0.64	0.74	0.65
Standard error		0.02	0.03	0.03	0.07	0.07	0.06	0.06	0.06	0.04	0.03	0.05	0.07	0.06	0.03	0.05	0.10	0.06	0.13	0.22	0.04	0.05	0.09

Croydon Central Poll

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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	441	559	87	120	158	174	168	288	386	223	120	211	253	248	26	144	29	13	290	223	56
Weighted base	1000	481	519	121	211	193	182	128	160	218	328	177	217	204	255	27	160	39	13	222	188	67
I am satisfied with the job David Cameron is doing overall as Prime Minister	302 30%	170 35%	132 25%	29 24%	69 33%	51 26%	50 27%	44 34%	58 36%	78 36%	106 32%	46 26%	60 28%	128 63%	33 13%	12 45%	38 24%	8 20%	1 9%	120 54%	28 15%	15 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	268 27%	121 25%	148 28%	28 23%	60 28%	50 26%	55 30%	39 31%	36 23%	60 28%	88 27%	55 31%	48 22%	69 34%	41 16%	7 26%	73 45%	11 27%	4 27%	85 38%	32 17%	16 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.	273 27%	129 27%	144 28%	53 44%	64 30%	56 29%	41 23%	25 19%	34 21%	54 25%	91 28%	50 28%	68 31%	5 2%	159 62%	6 22%	32 20%	15 37%	6 47%	10 4%	110 59%	29 43%
Refused	40 4%	14 3%	25 5%	2 1%	-	13 6%	11 6%	7 6%	6 4%	7 3%	14 4%	8 5%	6 3%	-	-	-	4 3%	2 4%	*	-	2 1%	*
Don't know	117 12%	47 10%	70 13%	10 8%	18 8%	24 12%	25 14%	13 10%	26 16%	19 9%	29 9%	18 10%	34 16%	2 1%	22 9%	2 7%	13 8%	4 11%	2 14%	8 4%	16 8%	6 9%

Croydon Central Poll

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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	441	559	87	120	158	174	168	288	386	223	120	211	253	248	26	144	29	13	290	223	56
Weighted base	1000	481	519	121	211	193	182	128	160	218	328	177	217	204	255	27	160	39	13	222	188	67
The Conservatives	194 19%	96 20%	98 19%	22 18%	26 12%	39 20%	45 25%	28 22%	32 20%	51 23%	78 24%	26 14%	32 15%	58 29%	45 18%	5 20%	24 15%	6 14%	4 28%	66 30%	39 21%	12 18%
Labour	144 14%	63 13%	81 16%	18 15%	35 17%	33 17%	18 10%	21 16%	19 12%	34 16%	60 18%	18 10%	27 12%	14 7%	63 25%	6 21%	16 10%	3 7%	5 40%	14 6%	48 26%	16 24%
The UK Independence Party (UKIP)	78 8%	44 9%	34 7%	15 13%	22 10%	14 7%	10 6%	8 6%	8 5%	11 5%	34 10%	17 10%	13 6%	15 7%	16 6%	4 15%	19 12%	2 4%	1 10%	19 8%	14 7%	4 6%
The Liberal Democrat	32 3%	22 5%	10 2%	2 2%	9 4%	9 5%	3 2%	4 3%	5 3%	8 3%	12 4%	8 4%	4 2%	3 1%	9 3%	2 9%	7 4%	1 2%	-	3 1%	10 5%	4 5%
None of them	665 66%	318 66%	347 67%	79 65%	149 71%	127 66%	117 65%	82 64%	108 68%	136 62%	197 60%	133 75%	161 74%	124 61%	156 61%	21 78%	115 72%	29 75%	7 56%	138 62%	114 61%	38 56%
Don't know	32 3%	15 3%	17 3%	7 6%	9 4%	3 2%	6 3%	3 2%	2 1%	6 3%	12 4%	2 1%	4 2%	7 3%	6 2%	-	4 3%	1 3%	*	4 2%	3 1%	-

Croydon Central Poll

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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	441	559	87	120	158	174	168	288	386	223	120	211	253	248	26	144	29	13	290	223	56
Weighted base	1000	481	519	121	211	193	182	128	160	218	328	177	217	204	255	27	160	39	13	222	188	67
A Labour government	345	152	193	67	79	71	58	31	40	58	115	54	104	5	189	3	40	20	8	12	133	21
	34%	32%	37%	55%	37%	37%	32%	24%	25%	27%	35%	30%	48%	3%	74%	12%	25%	52%	59%	6%	71%	32%
A Conservative government	268	145	123	21	50	34	53	48	62	70	82	60	42	161	4	4	59	1	-	160	8	3
	27%	30%	24%	17%	24%	17%	29%	38%	39%	32%	25%	34%	19%	79%	2%	14%	37%	2%	-	72%	4%	4%
A coalition between Labour and the Liberal Democrats	109	38	71	13	31	32	16	10	8	35	47	10	13	1	48	11	7	8	2	2	24	25
	11%	8%	14%	10%	15%	16%	9%	8%	5%	16%	14%	5%	6%	*	19%	42%	4%	20%	13%	1%	13%	37%
A coalition between the Conservatives and the Liberal Democrats	88	59	28	10	16	18	13	16	14	24	35	14	13	34	6	9	23	4	*	25	8	11
	9%	12%	5%	8%	8%	10%	7%	12%	9%	11%	11%	8%	6%	17%	3%	32%	14%	11%	3%	11%	4%	16%
Don't know	190	87	104	11	34	39	42	23	36	31	49	40	45	4	7	-	33	6	3	23	14	7
	19%	18%	20%	9%	16%	20%	23%	18%	23%	14%	15%	22%	21%	2%	3%	-	20%	14%	25%	10%	7%	11%

Croydon Central Poll
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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	441 44%	481 48%
Female	559 56%	519 52%

Croydon Central Poll
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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	87 9%	121 12%
25-34	120 12%	211 21%
35-44	158 16%	193 19%
45-54	174 17%	182 18%
55-64	168 17%	128 13%
65 or older	288 29%	160 16%
Refused	5 1%	5 1%

Croydon Central Poll
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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	121 12%	70 7%
B	265 27%	147 15%
C1	223 22%	328 33%
C2	120 12%	177 18%
D	69 7%	97 10%
E	142 14%	119 12%
Refused	60 6%	60 6%

Croydon Central Poll
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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	290 29%	222 22%
Labour	223 22%	188 19%
Liberal Democrats	56 6%	67 7%
Another party	34 3%	67 7%
Did not vote	288 29%	361 36%
Refused	53 5%	44 4%
Don't know	56 6%	51 5%