

## Brent Central Poll

### CATI Fieldwork : 11th-22nd June 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	1001	451	550	130	170	161	169	147	221	339	219	135	232	119	381	72	70	36	17	113	257	174	
Weighted base	1001	500	501	140	269	200	170	100	120	166	268	185	305	91	399	83	65	40	13	67	224	217	
Certain to vote	(10)	453	208	245	46	84	87	92	66	75	86	120	75	137	52	200	47	36	27	5	41	124	133
		45%	42%	49%	33%	31%	44%	54%	66%	63%	52%	45%	41%	45%	57%	50%	57%	55%	66%	39%	61%	55%	61%
	(9)	58	40	17	6	18	19	6	2	6	15	19	7	14	8	23	10	4	3	*	3	13	17
		6%	8%	3%	5%	7%	10%	4%	2%	5%	9%	7%	4%	5%	8%	6%	12%	7%	8%	4%	5%	6%	8%
	(8)	95	50	46	13	21	20	19	11	12	13	18	23	32	10	44	10	5	2	*	7	26	15
		10%	10%	9%	9%	8%	10%	11%	11%	10%	8%	7%	12%	10%	11%	11%	13%	8%	5%	4%	11%	12%	7%
	(7)	76	44	32	12	40	9	4	4	6	12	20	17	19	7	33	5	4	3	*	5	17	10
		8%	9%	6%	9%	15%	4%	2%	4%	5%	7%	8%	9%	6%	8%	8%	6%	7%	8%	3%	7%	7%	5%
	(6)	42	21	21	10	11	9	9	2	1	6	6	14	16	2	20	6	3	1	3	1	9	10
		4%	4%	4%	7%	4%	4%	5%	2%	*	3%	2%	7%	5%	2%	5%	7%	4%	3%	21%	1%	4%	4%
	(5)	107	52	55	21	37	22	17	4	7	13	36	16	36	10	54	4	7	2	2	5	17	23
		11%	10%	11%	15%	14%	11%	10%	4%	6%	8%	13%	9%	12%	11%	14%	5%	11%	6%	16%	7%	8%	10%
	(4)	20	14	6	3	10	1	5	*	-	3	7	4	5	-	14	-	-	*	1	1	5	*
		2%	3%	1%	2%	4%	1%	3%	*	-	2%	3%	2%	1%	-	4%	-	-	1%	4%	2%	2%	*
	(3)	16	6	11	6	3	5	-	2	*	3	6	3	4	3	6	-	3	-	*	1	2	-
		2%	1%	2%	4%	1%	3%	-	2%	*	2%	2%	1%	1%	3%	2%	-	4%	-	3%	1%	1%	-
	(2)	16	8	8	4	9	1	2	-	*	5	3	5	*	-	5	-	2	1	1	*	2	1
		2%	2%	2%	3%	3%	*	1%	-	*	3%	1%	3%	*	-	1%	-	4%	4%	6%	1%	1%	*
Definitely would not vote	(1)	111	56	55	17	38	23	15	8	10	12	32	22	39	-	-	-	-	-	-	2	9	9
		11%	11%	11%	12%	14%	12%	9%	8%	8%	7%	12%	12%	13%	-	-	-	-	-	-	3%	4%	4%
Refused		1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	-	-	-	
Don't know		6	2	4	-	-	3	-	2	-	1	-	4	-	-	-	-	-	-	-	-	-	
		1%	*	1%	-	-	2%	-	2%	-	1%	-	1%	-	-	-	-	-	-	-	-	-	
Mean		7.45	7.38	7.51	6.69	6.66	7.52	7.88	8.46	8.49	7.94	7.31	7.21	7.40	8.63	8.18	8.91	8.27	8.82	7.22	8.59	8.31	8.53
Standard deviation		3.09	3.06	3.13	3.16	3.17	3.09	2.94	2.73	2.70	2.86	3.18	3.11	3.13	1.98	2.22	1.54	2.42	2.09	2.72	2.29	2.45	2.37
Standard error		0.10	0.14	0.13	0.28	0.24	0.25	0.23	0.23	0.18	0.16	0.22	0.27	0.21	0.18	0.11	0.18	0.29	0.35	0.66	0.21	0.15	0.18

## Brent Central Poll

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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	1001	451	550	130	170	161	169	147	221	339	219	135	232	119	381	72	70	36	17	113	257	174
Weighted base	1001	500	501	140	269	200	170	100	120	166	268	185	305	91	399	83	65	40	13	67	224	217
Conservative	91	47	44	10	13	26	14	10	18	20	19	23	26	91	-	-	-	-	-	32	11	14
	9%	9%	9%	7%	5%	13%	8%	10%	15%	12%	7%	12%	8%	100%	-	-	-	-	-	48%	5%	6%
Labour	399	190	209	76	110	69	82	36	27	61	112	83	119	-	399	-	-	-	-	13	157	73
	40%	38%	42%	54%	41%	34%	48%	36%	22%	37%	42%	45%	39%	-	100%	-	-	-	-	20%	70%	34%
Liberal Democrat	83	48	35	11	27	12	10	6	16	15	21	14	27	-	-	83	-	-	-	2	3	48
	8%	10%	7%	8%	10%	6%	6%	6%	14%	9%	8%	8%	9%	-	-	100%	-	-	-	3%	2%	22%
The UK Independence Party (UKIP)	65	32	33	3	13	13	12	11	13	8	21	15	17	-	-	-	65	-	-	7	14	20
	6%	6%	7%	2%	5%	6%	7%	11%	11%	5%	8%	8%	6%	-	-	-	100%	-	-	11%	6%	9%
The Green Party	40	23	18	5	13	11	5	4	2	8	10	2	15	-	-	-	-	40	-	*	1	18
	4%	5%	4%	3%	5%	5%	3%	4%	2%	5%	4%	1%	5%	-	-	-	-	100%	-	1%	*	8%
The British National Party (BNP)	1	1	-	1	-	-	-	-	*	1	-	-	-	-	-	-	-	-	1	-	*	-
	*	*	-	*	-	-	-	-	*	*	-	-	-	-	-	-	-	-	6%	-	*	-
Some other party	13	9	4	3	2	1	4	1	2	5	-	2	6	-	-	-	-	-	13	2	2	3
	1%	2%	1%	2%	1%	*	3%	1%	1%	3%	-	1%	2%	-	-	-	-	-	94%	3%	1%	2%
Would not vote	111	56	55	17	38	23	15	8	10	12	32	22	39	-	-	-	-	-	-	2	9	9
	11%	11%	11%	12%	14%	12%	9%	8%	8%	7%	12%	12%	13%	-	-	-	-	-	-	3%	4%	4%
Refused	54	33	21	2	8	10	10	7	16	11	9	7	17	-	-	-	-	-	-	2	7	4
	5%	7%	4%	1%	3%	5%	6%	7%	13%	6%	3%	4%	6%	-	-	-	-	-	-	4%	3%	2%
Don't know	145	62	82	13	46	36	17	16	16	27	44	18	39	-	-	-	-	-	-	6	20	28
	14%	12%	16%	9%	17%	18%	10%	16%	13%	16%	16%	10%	13%	-	-	-	-	-	-	9%	9%	13%

## Brent Central Poll

### CATI Fieldwork : 11th-22nd June 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	483	226	257	58	66	74	84	81	119	172	108	68	106	91	254	55	49	25	9	73	163	107
Weighted base	456	228	228	60	102	91	86	53	62	81	120	87	138	64	252	61	42	30	7	42	134	129
Conservative	64	34	30	6	7	17	10	9	15	15	15	14	17	64	-	-	-	-	-	25	8	11
	14%	15%	13%	10%	7%	19%	11%	16%	23%	18%	13%	16%	13%	100%	-	-	-	-	-	61%	6%	8%
Labour	252	115	138	40	60	48	55	29	21	41	69	49	76	-	252	-	-	-	-	8	113	49
	55%	50%	60%	67%	59%	53%	63%	54%	33%	51%	58%	56%	55%	-	100%	-	-	-	-	20%	85%	38%
Liberal Democrat	61	36	25	8	18	8	8	5	13	11	16	11	18	-	-	61	-	-	-	1	2	38
	13%	16%	11%	13%	18%	9%	10%	10%	21%	14%	13%	13%	13%	-	-	100%	-	-	-	2%	2%	30%
The UK Independence Party (UKIP)	42	21	21	1	7	8	8	8	11	5	14	10	11	-	-	-	42	-	-	6	8	14
	9%	9%	9%	1%	6%	9%	10%	15%	17%	6%	11%	12%	8%	-	-	-	100%	-	-	14%	6%	11%
The Green Party	30	17	12	3	10	8	4	3	1	6	6	1	13	-	-	-	-	30	-	*	1	15
	6%	8%	5%	5%	10%	9%	4%	6%	2%	7%	5%	2%	9%	-	-	-	-	100%	-	1%	1%	12%
The British National Party (BNP)	*	*	-	*	-	-	-	-	*	*	-	-	-	-	-	-	-	-	*	-	*	-
	*	*	-	*	-	-	-	-	*	*	-	-	-	-	-	-	-	-	5%	-	*	-
Some other party	6	4	2	2	1	*	1	*	2	2	-	1	4	-	-	-	-	-	6	*	1	2
	1%	2%	1%	3%	1%	1%	2%	*	3%	3%	-	1%	3%	-	-	-	-	-	95%	1%	1%	1%

**Brent Central Poll**  
**CATI Fieldwork : 11th-22nd June 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	14%
Labour	55%
Liberal Democrat	14%
UKIP	9%
Green	6%
Other	1%

## Brent Central Poll

### CATI Fieldwork : 11th-22nd June 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	1001	451	550	130	170	161	169	147	221	339	219	135	232	119	381	72	70	36	17	113	257	174
Weighted base	1001	500	501	140	269	200	170	100	120	166	268	185	305	91	399	83	65	40	13	67	224	217
Conservative	87 9%	43 9%	44 9%	10 7%	13 5%	23 12%	11 7%	10 10%	20 17%	16 10%	24 9%	17 9%	25 8%	67 74%	4 1%	1 1%	6 10%	1 2%	* 3%	30 45%	9 4%	14 6%
Labour	416 42%	207 41%	209 42%	78 56%	117 43%	71 35%	82 48%	40 40%	28 23%	61 37%	113 42%	87 47%	128 42%	6 7%	359 90%	12 14%	6 10%	9 22%	2 17%	16 25%	159 71%	78 36%
Liberal Democrat	120 12%	55 11%	65 13%	11 8%	29 11%	24 12%	19 11%	13 13%	23 19%	26 15%	32 12%	19 10%	38 12%	10 11%	19 5%	68 82%	7 10%	1 3%	* 3%	3 4%	10 5%	65 30%
The UK Independence Party (UKIP)	55 6%	35 7%	20 4%	3 2%	20 7%	4 2%	10 6%	8 8%	11 9%	7 4%	14 5%	15 8%	16 5%	1 1%	6 1%	-	41 63%	-	1 8%	7 11%	10 4%	11 5%
The Green Party	35 4%	19 4%	16 3%	1 *	15 6%	9 5%	5 3%	4 4%	2 1%	9 5%	7 3%	2 1%	13 4%	* *	5 1%	-	* 1%	26 64%	* 2%	* 1%	6 2%	12 6%
The British National Party (BNP)	1 *	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 4%	-	-	-
Some other party	10 1%	6 1%	4 1%	* *	4 2%	3 1%	1 *	1 1%	1 1%	4 2%	3 1%	-	2 1%	* *	-	-	-	* 1%	4 32%	2 3%	1 1%	3 1%
Would not vote	111 11%	56 11%	55 11%	17 12%	38 14%	23 12%	15 9%	8 8%	10 8%	12 7%	32 12%	22 12%	39 13%	-	-	-	-	-	-	2 3%	9 4%	9 4%
Refused	33 3%	18 4%	15 3%	1 1%	1 *	9 5%	8 5%	5 5%	9 8%	7 4%	5 2%	3 2%	8 3%	* 1%	-	-	-	-	-	1 1%	5 2%	1 1%
Don't know	132 13%	60 12%	72 14%	18 13%	32 12%	34 17%	19 11%	11 11%	17 14%	24 14%	38 14%	20 11%	35 12%	5 5%	7 2%	2 2%	4 7%	4 9%	4 31%	5 8%	15 7%	24 11%

## Brent Central Poll

### CATI Fieldwork : 11th-22nd June 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	504	237	267	56	76	74	89	88	121	181	110	70	113	86	247	53	45	24	8	76	167	113
Weighted base	478	239	239	57	115	92	89	59	65	87	126	89	144	62	247	59	39	28	4	43	137	136
Conservative	61 13%	29 12%	31 13%	3 6%	7 6%	19 21%	7 8%	8 13%	16 26%	12 14%	19 15%	10 11%	17 12%	49 80%	1 1%	1 1%	5 12%	1 2%	*	23 55%	6 5%	11 8%
Labour	261 55%	127 53%	134 56%	42 74%	64 56%	46 50%	55 61%	33 55%	21 33%	42 48%	68 54%	52 58%	81 56%	4 7%	226 91%	7 12%	3 8%	7 26%	1 14%	9 22%	110 80%	54 40%
Liberal Democrat	89 19%	42 18%	47 20%	10 17%	18 16%	18 19%	15 17%	11 18%	17 26%	19 22%	23 19%	15 17%	27 19%	6 10%	14 6%	52 87%	6 15%	1 3%	*	2 5%	9 6%	52 38%
The UK Independence Party (UKIP)	33 7%	21 9%	12 5%	1 1%	11 9%	1 1%	7 7%	5 9%	8 13%	5 5%	8 6%	11 13%	7 5%	*	2 1%	-	25 64%	-	1 23%	6 13%	6 4%	7 5%
The Green Party	27 6%	16 7%	11 5%	* 1%	12 10%	7 8%	5 5%	2 4%	1 2%	7 8%	6 4%	1 2%	10 7%	* 1%	4 2%	-	* 1%	19 67%	* 4%	* 1%	5 4%	10 7%
The British National Party (BNP)	* *	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	* 3%	- -	- -	- -
Some other party	7 1%	4 2%	3 1%	* 1%	3 2%	2 2%	1 1%	1 1%	1 1%	2 3%	3 2%	- -	1 *	* 1%	- -	- -	- -	* 2%	2 51%	2 5%	1 1%	2 2%

**Brent Central Poll**  
**CATI Fieldwork : 11th-22nd June 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	13%
Labour	54%
Liberal Democrat	19%
UKIP	7%
Green	5%
Other	1%

## Brent Central Poll

### CATI Fieldwork : 11th-22nd June 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	1001	451	550	130	170	161	169	147	221	339	219	135	232	119	381	72	70	36	17	113	257	174
Weighted base	1001	500	501	140	269	200	170	100	120	166	268	185	305	91	399	83	65	40	13	67	224	217
I would not vote UKIP	656	342	315	109	175	132	112	59	66	127	184	116	191	61	310	65	-	34	8	35	159	168
	66%	68%	63%	78%	65%	66%	66%	60%	55%	76%	68%	62%	62%	67%	78%	79%	-	85%	61%	52%	71%	77%
I would not vote Conservative	593	292	301	89	164	112	110	58	58	99	158	101	199	-	308	53	42	30	9	17	161	135
	59%	58%	60%	64%	61%	56%	65%	58%	48%	59%	59%	55%	65%	-	77%	64%	65%	74%	68%	25%	72%	62%
I would not vote Liberal Democrat	530	282	248	84	140	98	94	56	56	87	150	118	143	48	273	-	37	26	9	44	150	101
	53%	56%	49%	60%	52%	49%	56%	56%	46%	53%	56%	64%	47%	53%	68%	-	57%	64%	71%	66%	67%	47%
I would not vote Labour	253	126	126	27	46	50	42	32	54	48	64	41	85	53	-	41	45	17	7	38	15	69
	25%	25%	25%	19%	17%	25%	25%	32%	45%	29%	24%	22%	28%	58%	-	49%	70%	42%	54%	57%	7%	32%
None of these - I would potentially vote for all of them	111	49	62	9	37	21	11	11	21	15	24	25	34	14	27	5	6	1	2	8	27	14
	11%	10%	12%	7%	14%	11%	6%	11%	18%	9%	9%	13%	11%	16%	7%	6%	9%	3%	14%	12%	12%	6%
Don't know	40	21	19	2	10	10	11	3	5	3	11	4	13	-	5	1	-	1	-	-	4	-
	4%	4%	4%	1%	4%	5%	7%	3%	4%	2%	4%	2%	4%	-	1%	2%	-	4%	-	-	2%	-



## Brent Central Poll

### CATI Fieldwork : 11th-22nd June 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	1001	451	550	130	170	161	169	147	221	339	219	135	232	119	381	72	70	36	17	113	257	174	
Weighted base	1001	500	501	140	269	200	170	100	120	166	268	185	305	91	399	83	65	40	13	67	224	217	
NET: Well	600	335	265	90	166	117	91	55	80	106	164	113	180	74	222	67	37	26	9	48	116	141	
	60%	67%	53%	65%	62%	59%	54%	55%	67%	64%	61%	61%	59%	81%	56%	81%	58%	66%	69%	73%	52%	65%	
Very well	(4)	86	60	26	11	25	15	16	6	13	9	24	15	34	9	26	6	7	2	*	5	17	6
		9%	12%	5%	8%	9%	8%	9%	6%	11%	6%	9%	8%	11%	10%	6%	8%	11%	4%	3%	8%	8%	3%
Quite well	(3)	513	275	239	80	140	102	75	49	68	96	140	98	145	65	196	61	30	25	9	43	99	134
		51%	55%	48%	57%	52%	51%	44%	49%	56%	58%	52%	53%	48%	71%	49%	73%	47%	62%	65%	65%	44%	62%
Quite badly	(2)	270	110	159	38	79	49	59	28	16	41	84	51	71	11	121	11	21	10	1	14	70	66
		27%	22%	32%	27%	29%	25%	35%	28%	13%	25%	31%	28%	23%	12%	30%	13%	33%	25%	10%	21%	31%	31%
Very badly	(1)	91	30	61	8	19	27	13	14	11	11	14	44	5	44	3	5	3	2	3	28	4	
		9%	6%	12%	6%	7%	14%	7%	14%	9%	7%	4%	8%	14%	6%	11%	4%	8%	9%	17%	4%	13%	2%
NET: Badly		361	140	220	46	98	77	71	42	27	52	95	65	115	16	165	14	27	14	4	17	99	70
		36%	28%	44%	33%	36%	38%	42%	42%	22%	31%	35%	35%	38%	18%	41%	17%	41%	34%	27%	26%	44%	32%
Don't know		40	25	15	3	6	6	7	3	13	8	10	6	10	1	12	2	1	*	1	1	9	6
		4%	5%	3%	2%	2%	3%	4%	3%	11%	5%	4%	3%	3%	1%	3%	2%	1%	*	5%	2%	4%	3%
Mean		2.62	2.77	2.47	2.68	2.65	2.54	2.58	2.49	2.77	2.66	2.68	2.64	2.58	2.86	2.52	2.86	2.61	2.62	2.58	2.77	2.49	2.68
Standard deviation		0.78	0.75	0.78	0.70	0.75	0.83	0.78	0.81	0.79	0.70	0.70	0.75	0.88	0.66	0.78	0.59	0.80	0.71	0.85	0.65	0.82	0.56
Standard error		0.03	0.04	0.03	0.06	0.06	0.07	0.06	0.07	0.06	0.04	0.05	0.07	0.06	0.06	0.04	0.07	0.10	0.12	0.21	0.06	0.05	0.04

## Brent Central Poll

### CATI Fieldwork : 11th-22nd June 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	1001	451	550	130	170	161	169	147	221	339	219	135	232	119	381	72	70	36	17	113	257	174	
Weighted base	1001	500	501	140	269	200	170	100	120	166	268	185	305	91	399	83	65	40	13	67	224	217	
NET: Well	621	337	283	102	165	129	93	54	77	119	178	117	167	73	241	67	39	29	11	48	121	151	
	62%	67%	57%	73%	61%	64%	55%	54%	64%	71%	66%	63%	55%	80%	60%	81%	60%	72%	86%	72%	54%	70%	
Very well	(4)	94	57	36	7	35	18	18	6	9	14	27	20	26	8	33	13	9	4	3	10	20	13
		9%	11%	7%	5%	13%	9%	11%	6%	8%	9%	10%	11%	9%	9%	8%	16%	13%	9%	25%	16%	9%	6%
Quite well	(3)	527	280	247	95	130	111	74	48	68	105	152	97	141	65	208	54	30	25	8	38	101	139
		53%	56%	49%	68%	48%	55%	44%	48%	56%	63%	56%	53%	46%	71%	52%	65%	46%	62%	61%	57%	45%	64%
Quite badly	(2)	256	106	151	24	72	50	61	26	23	29	66	49	92	12	108	12	20	9	1	12	70	56
		26%	21%	30%	17%	27%	25%	36%	27%	20%	17%	24%	26%	30%	13%	27%	15%	31%	23%	8%	18%	31%	26%
Very badly	(1)	78	30	48	11	22	15	9	14	7	8	20	12	31	1	42	1	6	2	1	2	30	5
		8%	6%	10%	8%	8%	7%	6%	14%	6%	5%	8%	6%	10%	2%	11%	2%	9%	4%	4%	4%	13%	2%
NET: Badly		335	136	199	35	94	65	70	40	30	37	86	61	123	13	151	14	25	11	2	14	100	60
		33%	27%	40%	25%	35%	32%	41%	40%	25%	22%	32%	33%	40%	15%	38%	16%	39%	27%	12%	22%	45%	28%
Don't know		46	27	19	3	10	6	7	6	13	11	4	7	15	5	8	2	1	1	*	4	3	5
		5%	5%	4%	2%	4%	3%	4%	6%	11%	6%	1%	4%	5%	5%	2%	2%	1%	2%	3%	6%	1%	2%
Mean		2.67	2.77	2.56	2.72	2.69	2.68	2.62	2.49	2.74	2.80	2.70	2.70	2.56	2.92	2.59	2.98	2.65	2.78	3.09	2.90	2.51	2.75
Standard deviation		0.76	0.74	0.77	0.69	0.81	0.75	0.76	0.82	0.71	0.67	0.76	0.75	0.80	0.54	0.79	0.62	0.83	0.68	0.73	0.71	0.84	0.59
Standard error		0.02	0.04	0.03	0.06	0.06	0.06	0.06	0.07	0.05	0.04	0.05	0.07	0.05	0.05	0.04	0.07	0.10	0.12	0.18	0.07	0.05	0.05

## Brent Central Poll

### CATI Fieldwork : 11th-22nd June 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	1001	451	550	130	170	161	169	147	221	339	219	135	232	119	381	72	70	36	17	113	257	174
Weighted base	1001	500	501	140	269	200	170	100	120	166	268	185	305	91	399	83	65	40	13	67	224	217
I am satisfied with the job David Cameron is doing overall as Prime Minister	291 29%	164 33%	128 26%	37 27%	96 36%	55 27%	36 21%	20 20%	47 39%	39 23%	74 27%	57 31%	106 35%	50 55%	103 26%	36 44%	17 27%	2 6%	3 21%	37 55%	45 20%	56 26%
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	219 22%	90 18%	128 26%	39 28%	51 19%	42 21%	38 23%	23 23%	25 21%	50 30%	60 22%	36 20%	56 18%	31 34%	55 14%	25 30%	24 37%	13 33%	5 41%	16 24%	33 15%	51 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.	345 34%	169 34%	175 35%	53 38%	94 35%	69 35%	66 39%	37 37%	26 22%	55 33%	96 36%	75 41%	103 34%	6 6%	225 56%	18 22%	15 23%	14 35%	2 18%	9 14%	124 55%	83 38%
Refused	27 3%	11 2%	16 3%	1 *	4 1%	5 3%	7 4%	3 3%	7 6%	5 3%	1 *	5 3%	6 2%	* 1%	3 1%	* *	2 3%	2 4%	2 17%	* 1%	5 2%	5 2%
Don't know	119 12%	66 13%	54 11%	10 7%	26 9%	28 14%	22 13%	17 17%	15 12%	18 11%	37 14%	11 6%	34 11%	3 4%	12 3%	4 5%	7 11%	9 22%	* 3%	3 5%	17 8%	22 10%

## Brent Central Poll

### CATI Fieldwork : 11th-22nd June 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	1001	451	550	130	170	161	169	147	221	339	219	135	232	119	381	72	70	36	17	113	257	174
Weighted base	1001	500	501	140	269	200	170	100	120	166	268	185	305	91	399	83	65	40	13	67	224	217
Labour	458 46%	218 44%	240 48%	71 50%	107 40%	97 48%	87 51%	50 50%	44 37%	81 48%	118 44%	105 57%	126 41%	53 58%	208 52%	34 41%	29 45%	22 56%	4 31%	32 48%	126 56%	111 51%
The Liberal Democrat	394 39%	195 39%	199 40%	47 33%	75 28%	90 45%	81 48%	48 48%	51 43%	75 45%	115 43%	77 42%	109 36%	45 49%	147 37%	46 56%	33 51%	17 41%	8 57%	24 36%	98 44%	118 54%
The Conservatives	246 25%	131 26%	116 23%	31 22%	59 22%	48 24%	52 30%	28 28%	28 23%	39 24%	67 25%	53 28%	68 22%	38 41%	86 21%	23 28%	11 17%	14 35%	2 12%	20 29%	56 25%	59 27%
The UK Independence Party (UKIP)	180 18%	92 18%	87 17%	24 17%	49 18%	32 16%	25 15%	22 22%	27 22%	32 19%	50 18%	42 22%	47 15%	24 26%	58 15%	20 25%	13 20%	8 21%	1 9%	15 22%	47 21%	35 16%
None of them	396 40%	197 39%	199 40%	51 36%	124 46%	73 37%	58 34%	34 35%	55 46%	65 39%	102 38%	53 29%	142 46%	22 24%	148 37%	26 32%	21 32%	15 38%	4 30%	28 43%	73 32%	69 32%
Don't know	15 1%	8 2%	7 1%	3 2%	2 1%	4 2%	3 2%	2 2%	2 2%	2 1%	3 1%	- -	3 1%	4 4%	1 *	* *	2 3%	- -	1 8%	- -	1 *	1 1%

## Brent Central Poll

### CATI Fieldwork : 11th-22nd June 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	1001	451	550	130	170	161	169	147	221	339	219	135	232	119	381	72	70	36	17	113	257	174
Weighted base	1001	500	501	140	269	200	170	100	120	166	268	185	305	91	399	83	65	40	13	67	224	217
A Labour government	476	232	245	88	140	79	86	49	35	77	120	99	156	1	319	9	12	17	8	15	164	88
	48%	46%	49%	63%	52%	39%	51%	49%	30%	46%	45%	54%	51%	1%	80%	11%	19%	42%	61%	23%	73%	41%
A coalition between Labour and the Liberal Democrats	139	71	68	17	47	34	22	11	8	31	41	19	37	3	59	28	10	6	1	2	22	44
	14%	14%	14%	12%	17%	17%	13%	11%	7%	18%	15%	10%	12%	4%	15%	34%	15%	16%	7%	3%	10%	20%
A Conservative government	120	62	58	12	18	19	24	13	34	23	27	31	34	65	7	7	16	1	1	33	11	23
	12%	12%	12%	8%	7%	9%	14%	13%	28%	14%	10%	17%	11%	72%	2%	9%	24%	3%	9%	50%	5%	11%
A coalition between the Conservatives and the Liberal Democrats	99	57	42	10	23	27	12	11	16	16	39	12	26	15	4	37	14	6	1	11	4	45
	10%	11%	8%	7%	9%	14%	7%	12%	14%	10%	15%	7%	9%	16%	1%	44%	22%	14%	8%	16%	2%	21%
Don't know	166	78	88	14	42	41	26	16	26	20	41	24	53	7	11	2	13	10	2	6	23	17
	17%	16%	18%	10%	15%	20%	15%	16%	22%	12%	15%	13%	17%	7%	3%	2%	20%	24%	14%	8%	10%	8%

**Brent Central Poll**  
**CATI Fieldwork : 11th-22nd June 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	451 45%	500 50%
Female	550 55%	501 50%

**Brent Central Poll**  
**CATI Fieldwork : 11th-22nd June 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	130 13%	140 14%
25-34	170 17%	269 27%
35-44	161 16%	200 20%
45-54	169 17%	170 17%
55-64	147 15%	100 10%
65 or older	221 22%	120 12%
Refused	3 *	3 *

**Brent Central Poll**  
**CATI Fieldwork : 11th-22nd June 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	111 11%	55 6%
B	228 23%	111 11%
C1	219 22%	268 27%
C2	135 13%	185 18%
D	97 10%	161 16%
E	135 13%	144 14%
Refused	76 8%	76 8%



**Brent Central Poll**  
**CATI Fieldwork : 11th-22nd June 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	113 11%	67 7%
Labour	257 26%	224 22%
Liberal Democrats	174 17%	217 22%
Another party	22 2%	19 2%
Did not vote	319 32%	366 37%
Refused	52 5%	43 4%
Don't know	64 6%	66 7%