

Croydon Central Poll

CATI Fieldwork : 3rd-12th March 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	460	540	82	157	169	175	153	262	356	265	133	192	260	289	22	98	37	11	304	240	60	
Weighted base	1000	481	519	122	212	194	182	128	160	219	331	178	218	218	290	21	116	43	10	247	210	74	
Certain to vote	(10)	525	263	262	35	78	103	115	84	110	129	170	95	102	146	165	8	81	28	5	178	145	49
		52%	55%	51%	29%	37%	53%	63%	66%	68%	59%	52%	53%	47%	67%	57%	37%	70%	66%	47%	72%	69%	67%
	(9)	51	28	22	5	14	10	10	6	6	16	18	10	4	11	27	-	4	1	-	14	12	8
		5%	6%	4%	4%	7%	5%	5%	4%	4%	7%	5%	6%	2%	5%	9%	-	4%	2%	-	6%	6%	10%
	(8)	83	40	43	11	25	21	12	5	8	18	29	23	13	19	28	4	6	5	-	15	16	4
		8%	8%	8%	9%	12%	11%	6%	4%	5%	8%	9%	13%	6%	9%	10%	19%	5%	13%	-	6%	8%	5%
	(7)	45	17	28	7	15	7	6	3	8	12	14	5	12	14	16	3	4	3	1	7	6	5
		5%	4%	5%	5%	7%	3%	3%	3%	5%	5%	4%	3%	6%	6%	5%	13%	3%	6%	8%	3%	3%	6%
	(6)	37	21	15	10	9	10	4	3	-	4	7	8	14	7	15	3	4	1	1	3	5	2
		4%	4%	3%	8%	4%	5%	2%	2%	-	2%	2%	4%	6%	3%	5%	13%	3%	3%	7%	1%	2%	3%
	(5)	87	35	52	16	18	17	15	9	11	20	25	11	26	17	27	1	11	4	4	12	16	4
		9%	7%	10%	13%	9%	9%	8%	7%	7%	9%	8%	6%	12%	8%	9%	7%	9%	9%	38%	5%	7%	5%
	(4)	21	10	11	5	6	2	1	4	2	1	9	3	8	2	5	2	2	-	-	5	2	-
		2%	2%	2%	4%	3%	1%	1%	3%	1%	*	3%	2%	4%	1%	2%	11%	2%	-	-	2%	1%	-
	(3)	14	6	8	-	3	3	4	2	1	4	5	2	1	2	2	-	2	1	-	2	2	-
		1%	1%	1%	-	1%	2%	2%	2%	1%	2%	2%	1%	1%	1%	1%	-	2%	2%	-	1%	1%	-
	(2)	20	9	11	4	7	2	4	1	2	2	6	-	9	1	5	-	2	-	-	-	4	1
		2%	2%	2%	3%	3%	1%	2%	*	1%	1%	2%	-	4%	*	2%	-	2%	-	-	-	2%	1%
Definitely would not vote	(1)	113	52	61	29	36	18	13	9	9	14	45	20	28	-	-	-	-	-	9	3	1	
		11%	11%	12%	23%	17%	9%	7%	7%	5%	6%	14%	11%	13%	-	-	-	-	-	4%	1%	2%	
Don't know		5	1	4	-	-	-	-	1	3	*	3	-	1	-	-	-	-	-	1	-	-	
		*	*	1%	-	-	-	-	1%	2%	*	1%	-	*	-	-	-	-	-	1%	-	-	
Mean		7.66	7.80	7.53	5.98	6.81	7.85	8.25	8.33	8.60	8.28	7.52	7.88	7.09	8.93	8.58	7.70	8.77	8.86	7.58	8.93	8.86	8.96
Standard deviation		3.16	3.12	3.20	3.49	3.40	2.97	2.86	2.84	2.61	2.70	3.31	3.04	3.32	1.80	2.05	2.16	2.19	1.83	2.47	2.24	2.13	1.96
Standard error		0.10	0.15	0.14	0.39	0.27	0.23	0.22	0.23	0.16	0.14	0.20	0.26	0.24	0.11	0.12	0.46	0.22	0.30	0.75	0.13	0.14	0.25

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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	460	540	82	157	169	175	153	262	356	265	133	192	260	289	22	98	37	11	304	240	60
Weighted base	1000	481	519	122	212	194	182	128	160	219	331	178	218	218	290	21	116	43	10	247	210	74
Conservative	218 22%	121 25%	97 19%	9 8%	35 16%	38 20%	44 24%	35 27%	57 35%	58 26%	84 25%	33 19%	35 16%	218 100%	-	-	-	-	-	131 53%	8 4%	15 20%
Labour	290 29%	118 24%	173 33%	41 33%	71 34%	65 34%	58 32%	28 22%	27 17%	67 30%	92 28%	47 26%	71 33%	-	290 100%	-	-	-	-	25 10%	154 73%	17 23%
Liberal Democrat	21 2%	12 2%	9 2%	4 3%	6 3%	2 1%	2 1%	3 2%	4 3%	8 4%	5 2%	3 2%	3 2%	-	-	21 100%	-	-	-	4 2%	1 *	4 6%
The UK Independence Party (UKIP)	116 12%	66 14%	50 10%	18 15%	17 8%	19 10%	25 14%	16 12%	20 13%	14 6%	33 10%	34 19%	33 15%	-	-	-	116 100%	-	-	39 16%	7 3%	8 11%
The Green Party	43 4%	18 4%	25 5%	6 5%	13 6%	6 3%	7 4%	9 7%	2 1%	16 7%	14 4%	5 3%	7 3%	-	-	-	-	43 100%	-	6 2%	4 2%	11 15%
The British National Party (BNP)	1 *	-	1 *	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	1 13%	-	-	-
Some other party	9 1%	7 1%	2 *	-	3 1%	1 *	2 1%	3 2%	1 *	7 3%	1 *	1 *	-	-	-	-	-	-	9 87%	-	3 2%	-
Would not vote	113 11%	52 11%	61 12%	29 23%	36 17%	18 9%	13 7%	9 7%	9 5%	14 6%	45 14%	20 11%	28 13%	-	-	-	-	-	-	9 4%	3 1%	1 2%
Refused	56 6%	23 5%	33 6%	4 4%	7 4%	14 7%	8 4%	4 3%	18 11%	13 6%	13 4%	9 5%	11 5%	-	-	-	-	-	-	7 3%	9 4%	-
Don't know	133 13%	65 14%	68 13%	10 8%	23 11%	31 16%	23 13%	21 16%	23 15%	23 10%	44 13%	26 14%	28 13%	-	-	-	-	-	-	25 10%	22 10%	18 25%

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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	524	252	272	31	71	79	101	90	151	210	139	68	87	202	206	13	69	27	6	208	162	35
Weighted base	495	247	247	43	95	92	106	73	86	125	167	89	97	162	202	12	84	31	5	163	138	43
Conservative	162	89	72	4	21	27	35	27	47	46	62	24	24	162	-	-	-	-	-	109	6	12
	33%	36%	29%	10%	22%	29%	33%	37%	55%	37%	37%	27%	25%	100%	-	-	-	-	-	67%	4%	29%
Labour	202	86	115	22	49	47	42	21	20	48	69	32	44	-	202	-	-	-	-	18	124	11
	41%	35%	47%	51%	51%	51%	40%	29%	24%	38%	41%	36%	46%	-	100%	-	-	-	-	11%	90%	26%
Liberal Democrat	12	6	6	1	2	1	1	2	3	5	3	2	1	-	-	12	-	-	-	2	1	4
	2%	2%	2%	3%	3%	2%	1%	3%	3%	4%	2%	2%	1%	-	-	100%	-	-	-	1%	*	9%
The UK Independence Party (UKIP)	84	50	34	11	12	13	20	14	13	9	26	27	21	-	-	-	84	-	-	31	4	6
	17%	20%	14%	25%	12%	15%	19%	19%	15%	7%	16%	30%	22%	-	-	-	100%	-	-	19%	3%	14%
The Green Party	31	13	19	5	9	4	6	7	2	12	8	4	6	-	-	-	-	31	-	3	2	9
	6%	5%	8%	11%	9%	4%	5%	10%	2%	10%	5%	4%	7%	-	-	-	-	100%	-	2%	1%	21%
The British National Party (BNP)	*	-	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-
	*	-	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	3%	-	-	-
Some other party	5	4	1	-	2	*	1	1	1	4	*	1	-	-	-	-	-	-	5	-	2	-
	1%	1%	1%	-	2%	*	1%	1%	1%	3%	*	1%	-	-	-	-	-	-	97%	-	1%	-

Croydon Central Poll
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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	33%
Labour	41%
Liberal Democrat	3%
UKIP	16%
Green	6%
Other	1%

Croydon Central Poll

CATI Fieldwork : 3rd-12th March 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	460	540	82	157	169	175	153	262	356	265	133	192	260	289	22	98	37	11	304	240	60
Weighted base	1000	481	519	122	212	194	182	128	160	219	331	178	218	218	290	21	116	43	10	247	210	74
Conservative	258 26%	134 28%	124 24%	13 11%	36 17%	45 23%	53 29%	45 35%	65 41%	62 28%	100 30%	41 23%	44 20%	200 92%	16 6%	1 6%	13 12%	3 7%	-	147 60%	18 8%	18 25%
Labour	314 31%	135 28%	179 35%	45 37%	74 35%	70 36%	65 36%	29 23%	30 19%	76 35%	101 30%	51 28%	73 33%	9 4%	260 90%	3 13%	6 5%	5 12%	3 25%	27 11%	161 77%	21 28%
Liberal Democrat	25 2%	14 3%	11 2%	6 5%	8 4%	3 2%	3 2%	3 2%	3 2%	8 4%	6 2%	5 3%	5 2%	2 1%	4 1%	17 81%	1 1%	1 2%	-	6 2%	* *	4 5%
The UK Independence Party (UKIP)	103 10%	55 11%	49 9%	13 10%	24 11%	18 9%	19 11%	13 10%	16 10%	13 6%	29 9%	31 18%	29 13%	3 1%	3 1%	-	89 77%	2 4%	1 9%	33 13%	6 3%	8 11%
The Green Party	39 4%	19 4%	20 4%	4 4%	13 6%	8 4%	7 4%	4 3%	2 1%	10 5%	13 4%	6 4%	7 3%	1 *	4 1%	-	2 2%	30 69%	-	4 2%	4 2%	9 12%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	7 1%	6 1%	1 *	-	2 1%	-	2 1%	2 1%	1 1%	3 1%	2 1%	1 1%	-	1 *	-	-	-	-	4 37%	1 1%	4 2%	-
Would not vote	113 11%	52 11%	61 12%	29 23%	36 17%	18 9%	13 7%	9 7%	9 5%	14 6%	45 14%	20 11%	28 13%	-	-	-	-	-	-	9 4%	3 1%	1 2%
Refused	34 3%	17 3%	18 3%	-	3 2%	7 4%	5 3%	4 3%	15 9%	8 4%	6 2%	4 2%	8 4%	-	1 *	-	-	-	-	3 1%	4 2%	-
Don't know	107 11%	51 11%	56 11%	12 10%	16 8%	25 13%	14 8%	18 14%	19 12%	25 11%	29 9%	18 10%	24 11%	3 1%	2 1%	-	4 3%	2 6%	3 29%	18 7%	10 5%	13 17%

Croydon Central 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	549	264	285	30	76	88	108	90	156	215	147	76	90	199	205	13	66	25	5	217	171	38
Weighted base	524	259	266	43	101	102	114	74	89	128	177	100	100	159	201	12	80	29	5	172	147	47
Conservative	191	98	93	5	24	33	42	34	53	49	71	32	32	150	11	1	11	2	-	121	15	14
	36%	38%	35%	13%	23%	33%	37%	45%	59%	38%	40%	32%	32%	94%	6%	8%	14%	8%	-	71%	10%	31%
Labour	217	98	119	25	48	51	47	23	22	55	74	36	43	6	184	2	3	3	1	18	125	15
	41%	38%	45%	58%	48%	50%	41%	31%	25%	43%	42%	36%	43%	4%	92%	21%	4%	9%	30%	11%	85%	33%
Liberal Democrat	11	5	6	1	3	1	2	2	2	5	2	2	1	*	1	8	1	*	-	3	*	3
	2%	2%	2%	3%	3%	1%	2%	2%	2%	4%	1%	2%	1%	*	1%	71%	1%	*	-	2%	*	6%
The UK Independence Party (UKIP)	71	38	33	7	15	12	15	12	10	8	20	25	18	2	2	-	62	1	1	25	3	6
	14%	15%	12%	17%	15%	12%	13%	16%	11%	6%	11%	25%	18%	1%	1%	-	77%	5%	16%	15%	2%	14%
The Green Party	29	15	15	4	9	5	6	4	2	9	9	4	6	*	3	-	2	23	-	3	2	8
	6%	6%	5%	9%	9%	4%	6%	5%	2%	7%	5%	4%	6%	*	1%	-	3%	79%	-	2%	1%	16%
Some other party	5	4	1	-	2	-	2	1	1	3	1	1	-	1	-	-	-	-	3	1	3	-
	1%	1%	*	-	2%	-	2%	1%	1%	2%	1%	1%	-	*	-	-	-	-	54%	*	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	37%
Labour	41%
Liberal Democrat	3%
UKIP	13%
Green	5%
Other	1%

Croydon Central 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	460	540	82	157	169	175	153	262	356	265	133	192	260	289	22	98	37	11	304	240	60
Weighted base	1000	481	519	122	212	194	182	128	160	219	331	178	218	218	290	21	116	43	10	247	210	74
I would not vote Liberal Democrat	647	323	324	68	132	119	130	87	110	144	199	121	151	161	201	-	91	31	8	175	155	36
	65%	67%	62%	56%	62%	61%	71%	68%	69%	66%	60%	68%	69%	74%	69%	-	79%	71%	80%	71%	74%	49%
I would not vote UKIP	626	293	333	73	137	116	121	83	96	162	225	74	130	160	239	17	-	40	7	137	176	57
	63%	61%	64%	60%	64%	60%	66%	65%	60%	74%	68%	41%	60%	74%	82%	82%	-	92%	71%	56%	84%	77%
I would not vote Conservative	464	218	247	70	101	97	85	59	52	93	143	87	121	-	224	4	71	30	7	42	152	44
	46%	45%	48%	57%	48%	50%	46%	46%	32%	42%	43%	49%	55%	-	77%	20%	61%	69%	73%	17%	72%	60%
I would not vote Labour	394	209	185	33	66	70	72	68	84	79	133	75	91	162	-	12	82	23	4	171	13	29
	39%	43%	36%	27%	31%	36%	40%	53%	52%	36%	40%	42%	42%	75%	-	57%	71%	53%	38%	69%	6%	39%
None of these - I would potentially vote for all of them	89	37	52	21	20	17	11	6	15	17	23	19	22	3	14	3	10	-	-	14	5	3
	9%	8%	10%	17%	9%	9%	6%	5%	9%	8%	7%	10%	10%	2%	5%	13%	9%	-	-	5%	2%	4%
Don't know	20	9	11	6	2	5	3	2	3	4	9	-	4	3	1	-	-	-	-	2	2	-
	2%	2%	2%	5%	1%	3%	2%	2%	2%	2%	3%	-	2%	1%	*	-	-	-	-	1%	1%	-

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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	460	540	82	157	169	175	153	262	356	265	133	192	260	289	22	98	37	11	304	240	60
Weighted base	1000	481	519	122	212	194	182	128	160	219	331	178	218	218	290	21	116	43	10	247	210	74
NET: Well	618	338	280	74	125	120	112	82	103	146	213	115	111	184	178	14	59	19	6	203	121	49
	62%	70%	54%	60%	59%	62%	62%	64%	64%	67%	64%	65%	51%	85%	61%	67%	51%	43%	63%	82%	58%	67%
Very well	(4) 71	45	25	2	18	17	12	10	13	14	21	14	15	23	26	-	6	2	2	22	16	1
	7%	9%	5%	1%	8%	9%	7%	7%	8%	6%	6%	8%	7%	10%	9%	-	5%	5%	21%	9%	8%	2%
Quite well	(3) 547	293	254	72	107	103	100	72	90	132	191	101	96	161	152	14	53	16	4	182	104	48
	55%	61%	49%	59%	51%	53%	55%	56%	56%	60%	58%	57%	44%	74%	52%	67%	46%	38%	42%	74%	50%	65%
Quite badly	(2) 239	94	145	24	55	51	50	26	32	53	74	40	62	21	77	7	45	18	4	28	60	14
	24%	19%	28%	20%	26%	26%	27%	20%	20%	24%	22%	22%	28%	10%	27%	33%	39%	42%	37%	11%	29%	19%
Very badly	(1) 89	27	62	15	23	12	18	11	10	12	18	20	35	4	23	-	8	4	-	7	15	2
	9%	6%	12%	13%	11%	6%	10%	8%	6%	6%	6%	11%	16%	2%	8%	-	7%	10%	-	3%	7%	3%
NET: Badly	328	121	208	40	78	63	67	37	43	65	92	60	96	25	100	7	53	22	4	35	75	17
	33%	25%	40%	33%	37%	33%	37%	29%	27%	30%	28%	34%	44%	12%	35%	33%	46%	51%	37%	14%	36%	23%
Don't know	54	23	31	8	9	11	3	9	14	8	26	3	11	8	12	-	4	2	-	9	14	8
	5%	5%	6%	7%	4%	5%	1%	7%	9%	4%	8%	2%	5%	4%	4%	-	3%	5%	-	3%	7%	10%
Mean	2.63	2.78	2.50	2.53	2.59	2.68	2.59	2.68	2.73	2.70	2.71	2.62	2.44	2.97	2.65	2.67	2.50	2.41	2.85	2.92	2.62	2.73
Standard deviation	0.76	0.70	0.78	0.75	0.80	0.73	0.76	0.75	0.72	0.68	0.69	0.79	0.85	0.53	0.76	0.48	0.71	0.75	0.79	0.56	0.75	0.56
Standard error	0.02	0.03	0.03	0.08	0.07	0.06	0.06	0.06	0.05	0.04	0.04	0.07	0.06	0.03	0.05	0.10	0.07	0.13	0.24	0.03	0.05	0.08

Croydon Central Poll

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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	460	540	82	157	169	175	153	262	356	265	133	192	260	289	22	98	37	11	304	240	60	
Weighted base	1000	481	519	122	212	194	182	128	160	219	331	178	218	218	290	21	116	43	10	247	210	74	
NET: Well	639	341	298	83	139	122	106	79	110	159	231	104	110	190	191	14	56	21	6	193	141	47	
	64%	71%	57%	68%	65%	63%	58%	61%	68%	73%	70%	59%	50%	87%	66%	67%	49%	50%	60%	78%	67%	63%	
Very well	(4)	81	45	37	7	20	15	10	9	19	24	26	14	13	19	30	1	6	1	4	22	19	2
		8%	9%	7%	6%	10%	8%	6%	7%	12%	11%	8%	8%	6%	9%	10%	4%	5%	2%	36%	9%	9%	3%
Quite well	(3)	558	297	261	76	118	107	95	69	91	135	205	90	97	171	161	13	51	20	2	171	122	45
		56%	62%	50%	62%	56%	55%	52%	54%	57%	62%	62%	51%	44%	79%	56%	63%	44%	48%	24%	69%	58%	60%
Quite badly	(2)	241	90	151	22	56	53	47	32	31	40	65	54	72	21	71	7	44	18	3	36	49	14
		24%	19%	29%	18%	26%	27%	26%	25%	19%	18%	20%	30%	33%	10%	24%	33%	38%	42%	29%	15%	23%	19%
Very badly	(1)	76	27	49	12	15	11	24	7	7	11	22	16	24	3	19	-	11	3	1	8	15	5
		8%	6%	10%	10%	7%	6%	13%	6%	5%	5%	7%	9%	11%	1%	7%	-	10%	7%	11%	3%	7%	6%
NET: Badly		317	116	201	34	71	64	71	39	38	51	87	70	96	24	90	7	55	21	4	45	64	19
		32%	24%	39%	28%	34%	33%	39%	31%	24%	23%	26%	39%	44%	11%	31%	33%	48%	49%	40%	18%	31%	25%
Don't know		44	24	20	5	2	9	6	10	12	8	13	4	12	4	9	-	4	1	-	10	5	9
		4%	5%	4%	4%	1%	4%	3%	8%	8%	4%	4%	2%	5%	2%	3%	-	3%	1%	-	4%	2%	12%
Mean		2.67	2.78	2.57	2.67	2.68	2.68	2.52	2.68	2.82	2.74	2.59	2.47	2.97	2.72	2.71	2.46	2.45	2.84	2.87	2.71	2.68	
Standard deviation		0.74	0.69	0.77	0.74	0.74	0.70	0.80	0.71	0.71	0.70	0.70	0.77	0.78	0.49	0.74	0.55	0.74	0.67	1.09	0.61	0.74	0.66
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.07	0.06	0.03	0.04	0.12	0.08	0.11	0.33	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	460	540	82	157	169	175	153	262	356	265	133	192	260	289	22	98	37	11	304	240	60
Weighted base	1000	481	519	122	212	194	182	128	160	219	331	178	218	218	290	21	116	43	10	247	210	74
I am satisfied with the job David Cameron is doing overall as Prime Minister	311 31%	164 34%	148 28%	32 26%	63 30%	46 24%	57 32%	46 36%	67 42%	67 31%	107 32%	63 35%	56 26%	150 69%	49 17%	9 44%	24 21%	7 15%	- -	140 57%	31 15%	17 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	231 23%	105 22%	126 24%	22 18%	48 23%	46 24%	42 23%	35 27%	39 24%	58 27%	75 23%	44 25%	47 21%	59 27%	33 11%	5 26%	40 35%	15 34%	6 58%	79 32%	29 14%	19 26%
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.	324 32%	150 31%	174 34%	46 38%	72 34%	68 35%	63 34%	39 30%	35 22%	74 34%	103 31%	51 29%	80 37%	5 2%	189 65%	4 19%	36 32%	18 42%	4 42%	17 7%	134 64%	30 41%
Refused	33 3%	18 4%	15 3%	2 2%	7 3%	8 4%	6 3%	4 3%	7 4%	5 2%	14 4%	4 2%	5 2%	- -	2 1%	- -	3 2%	2 4%	- -	2 1%	6 3%	3 5%
Don't know	100 10%	45 9%	56 11%	19 16%	22 11%	26 14%	15 8%	4 3%	14 8%	15 7%	33 10%	16 9%	30 14%	4 2%	18 6%	2 11%	12 11%	2 5%	- -	9 4%	9 4%	4 5%

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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	460	540	82	157	169	175	153	262	356	265	133	192	260	289	22	98	37	11	304	240	60
Weighted base	1000	481	519	122	212	194	182	128	160	219	331	178	218	218	290	21	116	43	10	247	210	74
Labour	452	207	245	29	94	95	102	63	67	115	154	72	88	88	169	5	44	10	4	119	120	35
	45%	43%	47%	24%	45%	49%	56%	49%	42%	52%	47%	40%	41%	41%	58%	23%	38%	23%	42%	48%	57%	48%
The Conservatives	445	226	219	20	72	89	97	74	92	120	146	80	85	126	129	11	45	17	4	134	108	41
	45%	47%	42%	16%	34%	46%	53%	57%	58%	55%	44%	45%	39%	58%	44%	53%	39%	39%	45%	54%	52%	55%
The UK Independence Party (UKIP)	110	55	55	8	35	26	22	6	12	21	38	27	23	20	33	1	18	4	3	22	20	11
	11%	11%	11%	6%	16%	13%	12%	4%	7%	9%	12%	15%	11%	9%	11%	4%	16%	9%	27%	9%	10%	14%
The Liberal Democrat	48	20	27	2	11	10	14	6	3	10	17	11	7	8	13	2	3	-	-	8	8	4
	5%	4%	5%	2%	5%	5%	8%	4%	2%	4%	5%	6%	3%	4%	4%	11%	3%	-	-	3%	4%	5%
None of them	312	144	168	69	75	56	36	34	41	54	99	51	85	54	71	10	35	20	4	51	53	17
	31%	30%	32%	57%	36%	29%	20%	27%	25%	25%	30%	28%	39%	25%	25%	47%	31%	46%	37%	21%	25%	24%
Don't know	27	9	18	5	2	7	10	1	2	6	12	3	5	7	5	-	3	3	-	4	1	3
	3%	2%	4%	4%	1%	4%	5%	1%	1%	3%	4%	1%	2%	3%	2%	-	2%	7%	-	1%	1%	5%

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	460	540	82	157	169	175	153	262	356	265	133	192	260	289	22	98	37	11	304	240	60
Weighted base	1000	481	519	122	212	194	182	128	160	219	331	178	218	218	290	21	116	43	10	247	210	74
A Labour government	353	157	197	58	87	74	67	33	33	72	114	62	89	4	227	-	29	15	2	29	154	16
	35%	33%	38%	47%	41%	38%	37%	26%	21%	33%	35%	35%	41%	2%	78%	-	26%	35%	18%	12%	74%	22%
A Conservative government	280	138	142	22	37	43	55	45	77	61	103	52	54	169	6	3	33	6	1	164	11	14
	28%	29%	27%	18%	18%	22%	30%	35%	48%	28%	31%	29%	25%	78%	2%	16%	28%	15%	13%	66%	5%	18%
A coalition between Labour and the Liberal Democrats	122	64	58	19	30	21	20	18	13	37	35	21	24	2	50	6	15	15	4	10	31	26
	12%	13%	11%	15%	14%	11%	11%	14%	8%	17%	11%	12%	11%	1%	17%	28%	13%	34%	39%	4%	15%	36%
A coalition between the Conservatives and the Liberal Democrats	107	58	49	4	30	21	24	15	12	29	38	24	14	38	3	11	18	6	1	32	4	15
	11%	12%	9%	3%	14%	11%	13%	12%	7%	13%	12%	14%	6%	18%	1%	51%	15%	15%	8%	13%	2%	20%
Don't know	138	65	73	19	28	35	14	16	25	21	40	20	38	4	5	1	21	*	2	11	10	3
	14%	14%	14%	16%	13%	18%	8%	13%	16%	10%	12%	11%	17%	2%	2%	5%	18%	1%	23%	5%	5%	4%

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	460 46%	481 48%
Female	540 54%	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	82 8%	122 12%
25-34	157 16%	212 21%
35-44	169 17%	194 19%
45-54	175 18%	182 18%
55-64	153 15%	128 13%
65 or older	262 26%	160 16%
Refused	2 *	2 *

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	117 12%	69 7%
B	239 24%	150 15%
C1	265 27%	331 33%
C2	133 13%	178 18%
D	83 8%	107 11%
E	109 11%	111 11%
Refused	54 5%	54 5%

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	304 30%	247 25%
Labour	240 24%	210 21%
Liberal Democrats	60 6%	74 7%
Another party	46 5%	77 8%
Did not vote	270 27%	323 32%
Refused	36 4%	26 3%
Don't know	44 4%	44 4%