## Sutton & Cheam Poll CATI Fieldwork : 29th May-3rd June 2014

OATT TELAWORK : 25th may ord build 2014

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

			Gei	nder			Ą					SE				Vo	ting Intent				2010 Vo	
		Total	Male	<u>Female</u>	18-24	25-34	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	65+	AB	<u>C1</u>	C2	DE	Con	<u>Lab</u>	LibDem	UKIP	Other	Con	<u>Lab</u>	LibDem
Unweighted base		1000	447	553	67	116	172	198	161	281	403	241	113	192	245	129	161	140	34	274	86	273
Weighted base		1000	490	510	90	189	199	179	139	199	273	338	188	150	232	121	157	149	42	254	52	271
Certain to vote	(10)	568 57%	277 56%	291 57%	31 35%	60 32%	109 55%	111 62%	106 76%	149 75%	179 66%	192 57%	87 46%	86 57%	172 74%	64 53%	95 61%	96 64%	19 46%	195 77%	33 64%	190 70%
	(9)	58 6%	32 6%	26 5%	6 7%	8 4%	7 4%	14 8%	7 5%	14 7%	18 6%	23 7%	8 4%	6 4%	9 4%	8 6%	14 9%	10 7%	6 14%	13 5%	3 6%	23 8%
	(8)	109 11%	46 9%	63 12%	7 7%	43 23%	21 11%	18 10%	9 7%	11 5%	25 9%	46 14%	18 10%	12 8%	21 9%	19 16%	21 13%	12 8%	7 18%	19 7%	8 15%	29 11%
	(7)	48 5%	27 5%	21 4%	11 13%	7 4%	13 6%	11 6%	4 3%	2 1%	9 3%	16 5%	12 6%	7 5%	13 5%	12 10%	2 1%	7 4%	2 5%	12 5%	4 8%	4 2%
	(6)	27 3%	12 2%	15 3%	3 4%	8 4%	6 3%	7 4%	1 1%	2 1%	5 2%	8 2%	10 5%	5 3%	1	9 7%	7 4%	4 3%	2 4%	1 *	-	9 3%
	(5)	58 6%	28 6%	30 6%	13 15%	18 9%	12 6%	7 4%	3 2%	5 3%	13 5%	18 5%	15 8%	9 6%	10 4%	2 2%	13 8%	11 7%	3 6%	5 2%	2 4%	10 4%
	(4)	16 2%	7 1%	10 2%	2 2%	10 5%	-	2 1%	1 1%	2 1%	2 1%	6 2%	3 1%	5 3%	4 2%	4 3%	2 1%	2 1%	-	-	-	2 1%
	(3)	26 3%	9 2%	17 3%	3 3%	14 7%	6 3%	1	2 2%	1	5 2%	7 2%	9 5%	2 2%	3 1%	2 1%	2 1%	5 3%	3 7%	3 1%	1 2%	1
	(2)	12 1%	8 2%	4 1%	4 5%	1 1%	2 1%	2 1%	1 *	2 1%	1	4 1%	3 2%	4 3%	-	2 2%	2 1%	3 2%	-	-	-	-
Definitely would not vote	(1)	76 8%	44 9%	32 6%	8 9%	21 11%	23 12%	8 4%	5 3%	11 6%	16 6%	19 6%	24 13%	13 9%	-	-	-	-	-	6 3%	*	3 1%
Refused		*	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	* 1%	-
Don't know		1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
Mean		8.12	8.04	8.19	6.93	6.90	7.80	8.62	9.08	8.96	8.60	8.32	7.29	7.92	9.19	8.52	8.79	8.69	8.39	9.23	9.01	9.17
Standard deviation		2.85	2.96	2.73	3.08	3.08	3.13	2.37	2.13	2.40	2.56	2.61	3.25	3.05	1.63	1.98	1.93	2.19	2.10	1.85	1.70	1.66
Standard error		0.09	0.14	0.12	0.38	0.29	0.24	0.17	0.17	0.14	0.13	0.17	0.31	0.22	0.10	0.17	0.15	0.19	0.36	0.11	0.18	0.10

# Sutton & Cheam Poll CATI Fieldwork : 29th May-3rd June 2014

Table 2
Q.2 If there was a general election tomorrow, which party would you vote for?
Base: All respondents

		Ger		10.01			ge				SE					ing Intent				010 Vo	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	18-24	25-34	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	65+	AB	<u>C1</u>	C2	DE	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	Other	<u>Con</u>	Lab	<u>LibDem</u>
Unweighted base	1000	447	553	67	116	172	198	161	281	403	241	113	192	245	129	161	140	34	274	86	273
Weighted base	1000	490	510	90	189	199	179	139	199	273	338	188	150	232	121	157	149	42	254	52	271
Conservative	232 23%	124 25%	108 21%	16 18%	37 20%	44 22%	38 21%	34 25%	61 30%	81 30%	69 20%	35 19%	36 24%	232 100%	-	-	-	-	155 61%	3 7%	22 8%
Labour	121 12%	53 11%	69 13%	21 24%	24 13%	29 14%	17 10%	10 7%	19 9%	30 11%	44 13%	24 13%	18 12%	-	121 100%	-	-	-	6 2%	34 65%	33 12%
Liberal Democrat	157 16%	70 14%	87 17%	8 9%	30 16%	33 16%	26 14%	24 17%	36 18%	51 19%	54 16%	23 12%	25 17%	-	-	157 100%	-	-	8 3%	3 5%	115 42%
The UK Independence Party (UKIP)	149 15%	73 15%	76 15%	15 17%	21 11%	25 13%	30 17%	26 19%	31 16%	20 7%	57 17%	39 21%	30 20%	-	-	-	149 100%	-	46 18%	7 14%	29 11%
The Green Party	35 3%	23 5%	12 2%	6 6%	7 4%	7 4%	10 6%	2 2%	2 1%	9 3%	15 5%	8 4%	2 2%	-	-	-	-	35 83%	1	- -	15 5%
The British National Party (BNP)	2	2	-	-	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-	2 4%	-	-	-
Some other party	5 1%	1	4 1%	2 2%	2 1%	-	1 1%	-	-	2 1%	2 1%	1 1%	-	-	-	-	-	5 13%	3 1%	-	2 1%
Would not vote	76 8%	44 9%	32 6%	8 9%	21 11%	23 12%	8 4%	5 3%	11 6%	16 6%	19 6%	24 13%	13 9%	-	-	-	-	-	6 3%	*	3 1%
Refused	76 8%	40 8%	36 7%	1 1%	11 6%	11 5%	18 10%	13 9%	20 10%	22 8%	30 9%	6 3%	10 7%	-	-	-	-	-	7 3%	2 4%	11 4%
Don't know	146 15%	60 12%	86 17%	11 13%	33 17%	27 13%	31 17%	24 17%	19 10%	40 15%	49 14%	28 15%	15 10%	-	-	-	-	-	22 9%	2 5%	42 16%

### **Sutton & Cheam Poll**

#### CATI Fieldwork: 29th May-3rd June 2014

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

		Ge	nder			Ag	ge				SE	G			Vot	ing Intent	ion		2	010 Vo	te
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2_	DE	Con	<u>Lab</u>	<u>LibDem</u>	UKIP	Other	Con	<u>Lab</u>	LibDem
Unweighted base	540	246	294	30	49	88	104	91	174	226	131	56	107	196	95	122	104	24	196	61	170
Weighted base	515	257	258	40	75	100	95	80	123	150	176	92	79	182	83	114	107	28	182	36	170
Conservative	182 35%	96 37%	86 33%	12 30%	26 35%	32 32%	30 32%	30 37%	51 41%	65 43%	52 30%	28 30%	29 37%	182 100%	-	-	-	-	130 71%	3 7%	18 11%
Labour	83 16%	37 14%	46 18%	11 28%	14 18%	22 22%	12 13%	8 10%	15 12%	24 16%	27 16%	16 17%	12 15%	-	83 100%	-	-	-	5 3%	26 72%	26 15%
Liberal Democrat	114 22%	51 20%	63 24%	3 7%	16 21%	24 24%	21 22%	21 26%	30 24%	37 25%	44 25%	12 13%	17 21%	-	-	114 100%	-	-	7 4%	2 6%	91 54%
The UK Independence Party (UKIP)	107 21%	56 22%	51 20%	9 22%	13 17%	19 19%	22 23%	19 24%	25 21%	16 11%	41 23%	28 31%	19 25%	-	-	-	107 100%	-	38 21%	5 14%	23 14%
The Green Party	26 5%	16 6%	10 4%	5 11%	5 7%	4 4%	9 10%	1 2%	2 2%	7 4%	10 6%	7 8%	2 2%	-	-	-	-	26 90%	1	-	11 7%
The British National Party (BNP)	*	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-
Some other party	3 1%	1	2 1%	* 1%	2 2%	-	1 1%	-	-	2 1%	*	1 1%	-	-	-	-	-	3 10%	1 1%	-	*

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	16%
Liberal Democrat	24%
UKIP	20%
Other	5%

**Lord Ashcroft** 

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

			<u>nder</u>				je				SE					ing Intent				010 Vot	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	35-44	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	_AB_	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>Con</u>	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	Other	<u>Con</u>	Lab	<u>LibDem</u>
Unweighted base	1000	447	553	67	116	172	198	161	281	403	241	113	192	245	129	161	140	34	274	86	273
Weighted base	1000	490	510	90	189	199	179	139	199	273	338	188	150	232	121	157	149	42	254	52	271
Conservative	210 21%	109 22%	101 20%	12 13%	36 19%	36 18%	37 21%	32 23%	56 28%	72 27%	59 18%	35 19%	32 21%	178 77%	2 2%	3 2%	13 9%	3 7%	141 56%	4 7%	16 6%
Labour	98 10%	50 10%	48 10%	18 20%	27 14%	20 10%	10 6%	8 5%	15 7%	19 7%	40 12%	19 10%	14 9%	1	77 63%	2 1%	3 2%	4 10%	5 2%	24 47%	17 6%
Liberal Democrat	323 32%	137 28%	186 36%	30 33%	41 22%	71 36%	65 36%	54 38%	63 32%	100 37%	117 35%	52 28%	49 32%	37 16%	38 32%	148 95%	32 21%	14 34%	43 17%	16 31%	177 65%
The UK Independence Party (UKIP)	111 11%	57 12%	54 11%	12 13%	22 12%	16 8%	23 13%	16 12%	23 11%	17 6%	34 10%	31 17%	24 16%	7 3%	*	*	93 62%	-	38 15%	6 12%	17 6%
The Green Party	20 2%	13 3%	7 1%	2 2%	2 1%	6 3%	5 3%	3 2%	2 1%	7 3%	8 2%	2 1%	3 2%	-	1 1%	-	-	17 39%	1	-	10 4%
The British National Party (BNP)	2	2	-	-	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-	2 4%	-	-	-
Some other party	5 1%	-	5 1%	-	1 1%	-	3 1%	-	2 1%	1 1%	1	2 1%	-	-	1 1%	*	1 1%	2 6%	1 1%	-	*
Would not vote	76 8%	44 9%	32 6%	8 9%	21 11%	23 12%	8 4%	5 3%	11 6%	16 6%	19 6%	24 13%	13 9%	-	-	-	-	-	6 3%	*	3 1%
Refused	51 5%	31 6%	20 4%	-	8 4%	10 5%	10 6%	9 7%	12 6%	16 6%	26 8%	3 1%	4 3%	-	-	-	-	-	3 1%	1 1%	4 1%
Don't know	104 10%	47 10%	57 11%	9 10%	29 15%	18 9%	18 10%	13 10%	16 8%	25 9%	33 10%	20 11%	10 7%	9 4%	1 1%	3 2%	8 5%	-	16 6%	1 1%	26 9%

#### **Sutton & Cheam Poll**

#### CATI Fieldwork: 29th May-3rd June 2014

Table 6

Absolutes/col percents

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

		Ge	nder			Ag	ge				SE	G			Vot	ing Intent	ion		2	010 Vot	te
	<u>Total</u>	Male	<u>Female</u>	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Con	Lab	<u>LibDem</u>	UKIP	Other	Con	<u>Lab</u>	LibDem
Unweighted base	596	260	337	31	53	95	121	104	190	253	142	60	120	192	93	121	98	24	208	64	193
Weighted base	562	270	293	41	81	107	108	91	132	167	191	97	88	179	82	113	101	28	192	38	189
Conservative	164 29%	83 31%	81 28%	9 22%	25 31%	26 24%	29 27%	28 30%	47 36%	57 34%	47 24%	26 26%	27 30%	141 79%	1 2%	2 2%	11 10%	1 4%	119 62%	3 7%	14 7%
Labour	64 11%	34 12%	31 10%	8 19%	14 18%	16 14%	6 6%	7 7%	13 10%	14 9%	25 13%	11 12%	10 11%	1	51 62%	1 1%	2 2%	3 11%	4 2%	19 50%	15 8%
Liberal Democrat	234 42%	100 37%	134 46%	16 38%	24 30%	51 47%	51 47%	41 45%	50 38%	75 45%	88 46%	33 34%	33 37%	30 17%	28 34%	109 96%	20 19%	11 38%	34 18%	11 30%	139 74%
The UK Independence Party (UKIP)	83 15%	45 17%	38 13%	7 16%	15 18%	13 12%	16 15%	13 15%	19 14%	13 8%	26 13%	24 25%	16 19%	7 4%	*	*	69 68%	-	33 17%	5 13%	14 7%
The Green Party	15 3%	9 3%	6 2%	2 4%	2 2%	2 2%	5 5%	2 2%	2 1%	5 3%	5 3%	1 1%	2 3%	-	1 1%	-	-	12 42%	*	-	7 4%
The British National Party (BNP)	*	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-
Some other party	3 1%	-	3 1%	-	1 1%	-	1 1%	-	1 1%	1 1%	*	1 1%	-	-	*	*	1 1%	1 5%	1	-	*

### **Sutton & Cheam Poll**

CATI Fieldwork: 29th May-3rd June 2014

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	29%
Labour	11%
Liberal Democrat	42%
UKIP	14%
Other	3%

**Lord Ashcroft** 

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

		Gei	nder			Ag	ge				SE	G			Vot	ing Intent	ion		2	010 Vot	e
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	<u>LibDem</u>	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	447	553	67	116	172	198	161	281	403	241	113	192	245	129	161	140	34	274	86	273
Weighted base	1000	490	510	90	189	199	179	139	199	273	338	188	150	232	121	157	149	42	254	52	271
I would not vote UKIP	536 54%	261 53%	275 54%	55 62%	103 54%	104 52%	92 52%	73 52%	106 53%	178 65%	197 58%	77 41%	66 44%	147 63%	91 75%	132 84%	-	34 80%	120 47%	33 64%	192 71%
I would not vote Labour	517 52%	256 52%	261 51%	30 34%	73 39%	98 49%	95 53%	84 60%	136 68%	136 50%	175 52%	96 51%	92 61%	174 75%	-	83 53%	125 84%	27 65%	201 79%	7 14%	135 50%
I would not vote Conservative	412 41%	204 42%	208 41%	37 42%	58 31%	87 44%	89 50%	62 45%	78 39%	98 36%	141 42%	87 46%	68 45%	- -	85 71%	98 62%	92 62%	33 79%	35 14%	36 70%	164 60%
I would not vote Liberal Democrat	357 36%	196 40%	161 32%	26 29%	58 31%	57 29%	78 44%	49 35%	89 45%	93 34%	108 32%	77 41%	61 40%	126 54%	45 37%	-	86 58%	15 36%	154 61%	20 40%	37 14%
None of these - I would potentially vote for all of them	100 10%	49 10%	50 10%	13 14%	34 18%	19 10%	8 5%	9 7%	16 8%	20 7%	23 7%	24 13%	19 13%	11 5%	13 11%	6 4%	8 5%	3 7%	14 5%	5 11%	12 4%
Don't know	37 4%	12 2%	25 5%	1 1%	13 7%	7 4%	5 3%	2 2%	6 3%	6 2%	13 4%	6 3%	7 4%	2 1%	-	-	-	-	2 1%	-	-

**Lord Ashcroft** 

## Sutton & Cheam Poll CATI Fieldwork : 29th May-3rd June 2014

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

			Gei	nder			A	ge				SE	G			Vot	ing Inten	tion			2010 Vot	
		Total	Male	<u>Female</u>	18-24	25-34	35-44	45-54	<u>55-64</u>	65+	AB	C1	C2	DE	Con	<u>Lab</u>	<u>LibDem</u>	UKIP	Other	Con	<u>Lab</u>	LibDem
Unweighted base		1000	447	553	67	116	172	198	161	281	403	241	113	192	245	129	161	140	34	274	86	273
Weighted base		1000	490	510	90	189	199	179	139	199	273	338	188	150	232	121	157	149	42	254	52	271
NET: Well		696 70%	372 76%	325 64%	58 65%	123 65%	149 75%	117 65%	100 72%	146 73%	212 78%	245 73%	114 61%	91 61%	204 88%	75 62%	130 83%	72 49%	25 60%	211 83%	34 65%	196 72%
Very well	(4)	47 5%	33 7%	14 3%	1 2%	10 5%	8 4%	5 3%	8 6%	14 7%	11 4%	13 4%	8 4%	9 6%	18 8%	3 2%	6 4%	2 2%	1 2%	15 6%	4 8%	9 3%
Quite well	(3)	650 65%	339 69%	311 61%	57 63%	113 60%	141 71%	112 62%	92 66%	132 66%	201 74%	233 69%	106 56%	82 55%	187 80%	73 60%	124 79%	70 47%	24 58%	196 77%	30 58%	187 69%
Quite badly	(2)	230 23%	90 18%	141 28%	24 26%	50 27%	41 21%	53 29%	25 18%	35 18%	52 19%	66 19%	56 30%	44 29%	24 10%	37 30%	24 15%	58 39%	15 34%	31 12%	15 29%	59 22%
Very badly	(1)	50 5%	18 4%	33 6%	4 4%	15 8%	5 2%	8 4%	9 6%	11 5%	6 2%	18 5%	14 7%	11 7%	1	5 4%	1 1%	19 12%	2 5%	8 3%	2 5%	11 4%
NET: Badly		281 28%	107 22%	173 34%	27 31%	65 34%	46 23%	60 34%	34 24%	46 23%	58 21%	83 25%	70 37%	55 37%	25 11%	42 34%	25 16%	76 51%	17 40%	39 15%	17 33%	70 26%
Don't know		23 2%	11 2%	12 2%	4 5%	1	4 2%	2 1%	5 4%	7 3%	3 1%	9 3%	4 2%	4 3%	3 1%	4 3%	2 1%	*	-	4 1%	1 2%	5 2%
Mean		2.71	2.81	2.61	2.65	2.63	2.78	2.64	2.74	2.78	2.81	2.73	2.59	2.61	2.96	2.63	2.87	2.38	2.57	2.87	2.70	2.73
Standard deviation		0.64	0.61	0.65	0.60	0.71	0.55	0.61	0.66	0.66	0.53	0.62	0.70	0.72	0.44	0.61	0.46	0.72	0.64	0.54	0.69	0.59
Standard error		0.02	0.03	0.03	0.07	0.07	0.04	0.04	0.05	0.04	0.03	0.04	0.07	0.05	0.03	0.05	0.04	0.06	0.11	0.03	0.07	0.04

## Sutton & Cheam Poll CATI Fieldwork : 29th May-3rd June 2014

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

			Ge	nder			Αg	ge				SE	G			Vot	ing Inten	tion		2	2010 Vo	te
		<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	<u>C2</u>	DE	Con	_Lab_	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base		1000	447	553	67	116	172	198	161	281	403	241	113	192	245	129	161	140	34	274	86	273
Weighted base		1000	490	510	90	189	199	179	139	199	273	338	188	150	232	121	157	149	42	254	52	271
NET: Well		698 70%	373 76%	325 64%	65 73%	132 70%	132 67%	118 66%	99 71%	148 74%	215 79%	238 70%	122 65%	90 60%	197 85%	78 65%	126 81%	79 53%	25 60%	198 78%	35 69%	195 72%
Very well	(4)	68 7%	48 10%	20 4%	5 5%	18 10%	7 3%	9 5%	11 8%	18 9%	14 5%	23 7%	14 7%	15 10%	28 12%	3 3%	7 5%	4 3%	3 7%	27 11%	2 4%	12 4%
Quite well	(3)	630 63%	326 66%	305 60%	61 68%	114 60%	126 63%	109 61%	89 64%	130 65%	201 74%	215 63%	109 58%	76 50%	169 73%	75 62%	119 76%	75 50%	22 53%	170 67%	33 64%	182 67%
Quite badly	(2)	236 24%	93 19%	143 28%	19 21%	46 25%	58 29%	46 26%	31 22%	35 17%	48 18%	80 24%	47 25%	50 33%	28 12%	37 31%	28 18%	53 36%	13 30%	46 18%	13 24%	68 25%
Very badly	(1)	36 4%	14 3%	21 4%	2 2%	5 3%	6 3%	11 6%	4 3%	8 4%	6 2%	12 3%	12 7%	4 3%	2 1%	3 3%	-	12 8%	4 10%	4 2%	3 5%	7 3%
NET: Badly		272 27%	107 22%	165 32%	21 23%	52 27%	64 32%	57 32%	35 25%	42 21%	54 20%	92 27%	59 32%	54 36%	30 13%	41 34%	28 18%	65 44%	17 40%	49 19%	15 30%	75 28%
Don't know		30 3%	9 2%	20 4%	3 4%	5 3%	3 1%	4 2%	5 3%	9 5%	3 1%	8 2%	6 3%	6 4%	6 2%	2 2%	2 2%	5 3%	-	7 3%	1 2%	2 1%
Mean		2.75	2.85	2.66	2.79	2.79	2.68	2.66	2.79	2.83	2.83	2.76	2.68	2.70	2.98	2.66	2.87	2.49	2.57	2.89	2.69	2.74
Standard deviation		0.63	0.62	0.63	0.57	0.65	0.59	0.67	0.63	0.64	0.54	0.63	0.71	0.69	0.54	0.58	0.46	0.69	0.78	0.59	0.64	0.58
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.07	0.05	0.03	0.05	0.04	0.06	0.13	0.04	0.07	0.04

# Sutton & Cheam Poll CATI Fieldwork : 29th May-3rd June 2014

Table 11
Q.7 Which of the following statements do you most agree with?
Base: All respondents

			nder			Ą					SE					ing Intent				010 Vo	
	<u>Total</u>	<u>Male</u>	<u>Female</u>	18-24	25-34	35-44	<u>45-54</u>	<u>55-64</u>	65+	AB	<u>C1</u>	_C2_	DE	Con	<u>Lab</u>	<u>LibDem</u>	UKIP	Other	Con	Lab	<u>LibDem</u>
Unweighted base	1000	447	553	67	116	172	198	161	281	403	241	113	192	245	129	161	140	34	274	86	273
Weighted base	1000	490	510	90	189	199	179	139	199	273	338	188	150	232	121	157	149	42	254	52	271
I am satisfied with the job David Cameron is doing overall as Prime Minister	342 34%	164 33%	179 35%	39 43%	59 31%	72 36%	54 30%	45 32%	74 37%	95 35%	120 36%	49 26%	62 41%	130 56%	21 17%	48 31%	26 18%	7 16%	114 45%	11 21%	67 25%
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	332 33%	159 32%	173 34%	23 26%	62 33%	71 36%	66 37%	46 33%	61 31%	92 34%	116 34%	71 38%	39 26%	88 38%	14 12%	58 37%	77 52%	9 20%	119 47%	10 19%	90 33%
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.	214 21%	107 22%	108 21%	20 23%	51 27%	37 19%	39 22%	31 22%	35 17%	65 24%	59 18%	51 27%	33 22%	9 4%	76 63%	42 27%	30 20%	20 48%	10 4%	27 52%	91 34%
Refused	31 3%	21 4%	10 2%	2 2%	7 4%	4 2%	3 2%	6 4%	7 4%	6 2%	15 4%	-	5 3%	-	1 1%	1 1%	1 1%	4 10%	3 1%	* 1%	3 1%
Don't know	81 8%	40 8%	41 8%	5 6%	11 6%	15 7%	17 10%	11 8%	22 11%	14 5%	27 8%	18 9%	12 8%	5 2%	8 7%	8 5%	15 10%	2 6%	7 3%	3 6%	19 7%

### **Sutton & Cheam Poll**

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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

		Ge	nder			Αç	ge				SE	G			Vot	ing Intent	ion		2	010 Vot	<u>.e</u>
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Con	<u>Lab</u>	<u>LibDem</u>	<u>UKIP</u>	Other	Con	<u>Lab</u>	LibDem
Unweighted base	1000	447	553	67	116	172	198	161	281	403	241	113	192	245	129	161	140	34	274	86	273
Weighted base	1000	490	510	90	189	199	179	139	199	273	338	188	150	232	121	157	149	42	254	52	271
The Liberal Democrat	740	351	389	49	124	149	145	115	157	209	259	128	108	180	87	139	106	28	200	38	237
	74%	72%	76%	54%	66%	75%	81%	83%	79%	77%	77%	68%	72%	77%	72%	89%	71%	67%	79%	75%	88%
The Conservatives	591	293	299	40	94	124	110	91	130	172	214	92	86	160	65	103	75	29	173	31	187
	59%	60%	59%	44%	50%	62%	62%	65%	65%	63%	63%	49%	57%	69%	54%	65%	50%	69%	68%	61%	69%
The UK Independence Party (UKIP)	471	245	226	33	68	88	88	84	109	130	176	73	68	100	53	79	82	23	139	26	143
	47%	50%	44%	37%	36%	44%	49%	60%	55%	48%	52%	39%	45%	43%	44%	50%	55%	54%	55%	51%	53%
Labour	361	169	191	23	66	65	79	56	72	99	116	66	61	67	44	68	43	14	77	24	104
	36%	35%	38%	26%	35%	32%	44%	40%	36%	36%	34%	35%	41%	29%	36%	43%	29%	32%	30%	46%	38%
None of them	142	72	70	26	30	32	15	14	24	33	50	27	25	26	16	11	26	7	26	4	22
	14%	15%	14%	29%	16%	16%	8%	10%	12%	12%	15%	15%	17%	11%	13%	7%	17%	18%	10%	8%	8%
Don't know	15 2%	8 2%	7 1%	1 1%	6 3%	1	4 2%	3 2%	1	7 2%	1	6 3%	*	5 2%	1 1%	4 2%	-	2 4%	4 2%	* 1%	4 1%

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

	Gender				Age				SEG			Voting Intention				2010 Vote					
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	<u>Lab</u>	LibDem
Unweighted base	1000	447	553	67	116	172	198	161	281	403	241	113	192	245	129	161	140	34	274	86	273
Weighted base	1000	490	510	90	189	199	179	139	199	273	338	188	150	232	121	157	149	42	254	52	271
A Conservative government	333 33%	183 37%	150 29%	26 29%	47 25%	66 33%	61 34%	44 31%	87 44%	97 36%	108 32%	65 35%	49 32%	188 81%	2 2%	16 10%	65 44%	3 7%	185 73%	4 7%	46 17%
A Labour government	201 20%	102 21%	99 19%	13 15%	55 29%	30 15%	42 23%	27 20%	33 17%	47 17%	68 20%	44 23%	31 21%	6 3%	85 70%	19 12%	25 17%	13 30%	12 5%	33 64%	52 19%
A coalition between the Conservatives and the Liberal Democrats	166 17%	75 15%	90 18%	15 17%	34 18%	35 17%	29 16%	21 15%	31 15%	55 20%	60 18%	25 13%	19 13%	32 14%	2 2%	58 37%	19 13%	9 20%	36 14%	2 5%	77 28%
A coalition between Labour and the Liberal Democrats	135 14%	60 12%	75 15%	25 28%	25 13%	36 18%	16 9%	22 16%	12 6%	39 14%	52 15%	19 10%	23 15%	3 1%	29 24%	52 33%	11 8%	15 36%	3 1%	9 18%	66 24%
Don't know	165 16%	69 14%	96 19%	10 11%	28 15%	32 16%	31 17%	25 18%	36 18%	34 13%	51 15%	36 19%	29 19%	4 2%	3 3%	11 7%	28 19%	3 7%	19 7%	3 6%	30 11%

**Lord Ashcroft** 

Table 14 Gender

Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1000	1000
Weighted base	1000	1000
Male	447 45%	490 49%
Female	553 55%	510 51%

**Lord Ashcroft** 

Table 15 Into which of the following age groups do you fall?
Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	67 7%	90 9%
25-34	116 12%	189 19%
35-44	172 17%	199 20%
45-54	198 20%	179 18%
55-64	161 16%	139 14%
65 or older	281 28%	199 20%
Refused	5 1%	5 *

**Lord Ashcroft** 

Table 16 SEG

Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1000	1000
Weighted base	1000	1000
A	112 11%	74 7%
В	291 29%	198 20%
C1	241 24%	338 34%
C2	113 11%	188 19%
D	62 6%	56 6%
E	130 13%	94 9%
Refused	51 5%	51 5%

**Lord Ashcroft** 

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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

	Unweighted base	Weighted base
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	274 27%	254 25%
Labour	86 9%	52 5%
Liberal Democrats	273 27%	271 27%
Another party	26 3%	30 3%
Did not vote	229 23%	281 28%
Refused	62 6%	54 5%
Don't know	50 5%	59 6%