

Sutton & Cheam Poll

CATI Fieldwork : 6th - 16th August 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	444	556	54	99	167	190	177	310	437	210	120	176	281	127	174	132	22	12	311	80	264	
Weighted base	1000	490	510	90	189	199	179	140	199	274	340	189	151	251	126	176	130	27	17	268	51	276	
Certain to vote	(10)	560	265	295	31	81	108	100	88	147	178	178	93	88	171	67	117	87	18	6	206	29	193
		56%	54%	58%	35%	43%	54%	56%	63%	74%	65%	53%	49%	58%	68%	54%	67%	67%	66%	37%	77%	57%	70%
	(9)	74	39	35	1	16	18	16	9	14	17	34	9	7	16	12	19	6	-	3	14	4	39
		7%	8%	7%	1%	8%	9%	9%	7%	7%	6%	10%	5%	5%	6%	10%	11%	5%	-	19%	5%	8%	14%
	(8)	69	34	36	8	14	11	14	8	24	22	8	14	21	19	8	6	-	2	22	8	13	
		7%	7%	7%	9%	8%	5%	8%	10%	4%	9%	7%	4%	10%	9%	15%	4%	5%	-	12%	8%	16%	5%
	(7)	48	15	33	11	9	7	13	2	5	9	15	14	8	15	10	4	9	2	-	10	1	6
		5%	3%	6%	12%	5%	4%	7%	1%	3%	3%	4%	7%	5%	6%	8%	2%	7%	9%	-	4%	2%	2%
	(6)	31	13	17	5	9	5	5	2	5	7	8	4	5	8	3	6	6	2	-	5	1	7
		3%	3%	3%	6%	5%	2%	3%	2%	2%	3%	2%	2%	3%	3%	2%	3%	4%	8%	-	2%	1%	2%
	(5)	66	32	35	14	21	10	8	6	8	13	37	6	11	13	7	16	6	3	2	4	5	12
		7%	7%	7%	15%	11%	5%	4%	5%	4%	5%	11%	3%	7%	5%	6%	9%	5%	10%	15%	1%	10%	4%
	(4)	22	11	11	5	7	2	5	3	1	7	4	9	2	1	3	2	4	-	*	-	2	3
		2%	2%	2%	6%	3%	1%	3%	2%	*	3%	1%	5%	1%	1%	2%	1%	3%	-	2%	-	3%	1%
	(3)	14	9	5	-	3	5	1	4	1	2	8	2	1	3	-	3	3	1	-	5	-	1
		1%	2%	1%	-	2%	2%	1%	3%	1%	1%	2%	1%	1%	1%	-	2%	2%	3%	-	2%	-	*
	(2)	18	13	5	4	4	5	3	2	-	3	2	9	3	2	5	1	2	1	3	1	1	-
		2%	3%	1%	4%	2%	2%	2%	2%	-	1%	1%	5%	2%	1%	4%	1%	2%	4%	15%	*	2%	-
Definitely would not vote	(1)	94	55	38	10	25	29	15	8	7	12	32	32	12	-	-	-	-	-	2	1	1	
		9%	11%	8%	11%	13%	14%	8%	6%	4%	5%	9%	17%	8%	-	-	-	-	-	1%	1%	1%	
Refused		3	1	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	
		*	*	*	2%	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	-	-	
Don't know		2	2	-	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	-	
		*	*	-	-	-	-	-	-	1%	-	-	1%	*	-	-	-	-	-	-	-	-	
Mean		7.96	7.74	8.17	6.78	7.19	7.63	8.12	8.42	9.06	8.60	7.89	7.09	8.13	9.01	8.54	8.91	8.74	8.37	7.47	9.31	8.59	9.24
Standard deviation		3.01	3.21	2.80	3.09	3.27	3.38	2.86	2.73	2.13	2.49	2.98	3.60	2.86	1.78	2.12	1.95	2.15	2.50	3.02	1.61	2.15	1.57
Standard error		0.10	0.15	0.12	0.42	0.33	0.26	0.21	0.21	0.12	0.12	0.21	0.33	0.22	0.11	0.19	0.15	0.19	0.53	0.87	0.09	0.24	0.10

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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	444	556	54	99	167	190	177	310	437	210	120	176	281	127	174	132	22	12	311	80	264
Weighted base	1000	490	510	90	189	199	179	140	199	274	340	189	151	251	126	176	130	27	17	268	51	276
Conservative	251 25%	118 24%	132 26%	12 14%	43 23%	38 19%	50 28%	37 26%	70 35%	77 28%	97 28%	33 17%	36 24%	251 100%	-	-	-	-	-	178 66%	3 6%	26 9%
Labour	126 13%	61 13%	65 13%	17 19%	34 18%	23 12%	26 14%	13 9%	13 7%	34 12%	44 13%	20 11%	21 14%	-	126 100%	-	-	-	-	10 4%	34 66%	40 14%
Liberal Democrat	176 18%	79 16%	97 19%	16 18%	23 12%	41 21%	26 14%	28 20%	41 20%	62 23%	55 16%	22 12%	30 20%	-	-	176 100%	-	-	-	5 2%	1 3%	129 47%
The UK Independence Party (UKIP)	130 13%	66 14%	64 13%	11 12%	23 12%	23 12%	24 13%	20 14%	29 15%	29 11%	36 11%	40 21%	20 13%	-	-	-	130 100%	-	-	45 17%	6 11%	18 7%
The Green Party	27 3%	18 4%	10 2%	6 6%	9 5%	4 2%	3 2%	5 4%	1 *	10 4%	9 3%	4 2%	4 3%	-	-	-	-	27 100%	-	3 1%	* 1%	14 5%
The British National Party (BNP)	6 1%	3 1%	3 1%	3 3%	2 1%	-	1 1%	-	1 *	-	1 *	3 1%	2 1%	-	-	-	-	-	6 37%	-	-	-
Some other party	11 1%	11 2%	-	-	4 2%	4 2%	-	-	2 1%	2 1%	6 2%	2 1%	1 1%	-	-	-	-	-	11 63%	1 *	2 4%	3 1%
Would not vote	94 9%	55 11%	38 8%	10 11%	25 13%	29 14%	15 8%	8 6%	7 4%	12 5%	32 9%	32 17%	12 8%	-	-	-	-	-	-	2 1%	1 1%	1 1%
Refused	58 6%	34 7%	24 5%	4 4%	6 3%	10 5%	10 6%	11 8%	17 8%	15 5%	16 5%	8 4%	12 8%	-	-	-	-	-	-	8 3%	1 1%	10 4%
Don't know	121 12%	44 9%	77 15%	12 13%	22 12%	27 13%	24 14%	18 13%	19 9%	32 12%	45 13%	25 13%	13 9%	-	-	-	-	-	-	17 6%	4 7%	35 13%

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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	566	255	312	23	48	86	108	99	200	265	117	60	100	221	93	132	99	13	8	230	54	183
Weighted base	530	258	272	36	88	99	97	78	129	162	176	88	83	190	88	131	94	18	10	196	33	188
Conservative	190	89	101	8	30	29	36	30	57	62	67	25	29	190	-	-	-	-	-	145	2	21
	36%	34%	37%	22%	34%	29%	37%	38%	45%	38%	38%	29%	35%	100%	-	-	-	-	-	74%	7%	11%
Labour	88	46	42	10	20	19	18	9	12	25	32	12	12	-	88	-	-	-	-	8	24	31
	17%	18%	16%	29%	23%	19%	19%	12%	9%	15%	18%	14%	15%	-	100%	-	-	-	-	4%	71%	17%
Liberal Democrat	131	60	71	8	12	32	21	23	33	47	39	19	21	-	-	131	-	-	-	4	1	108
	25%	23%	26%	23%	14%	32%	22%	30%	26%	29%	22%	21%	25%	-	-	100%	-	-	-	2%	4%	58%
The UK Independence Party (UKIP)	94	46	48	7	15	16	18	13	24	22	27	27	16	-	-	-	94	-	-	38	5	15
	18%	18%	18%	18%	17%	16%	19%	17%	18%	13%	15%	31%	19%	-	-	-	100%	-	-	19%	14%	8%
The Green Party	18	11	7	3	7	2	3	2	1	6	7	3	2	-	-	-	-	18	-	1	*	11
	3%	4%	3%	8%	8%	2%	3%	3%	*	3%	4%	4%	3%	-	-	-	-	100%	-	*	*	6%
The British National Party (BNP)	3	1	3	*	1	-	1	-	1	-	1	*	2	-	-	-	-	-	3	-	-	-
	1%	*	1%	*	2%	-	1%	-	*	-	1%	*	2%	-	-	-	-	-	34%	-	-	-
Some other party	6	6	-	-	3	2	-	-	2	1	3	2	1	-	-	-	-	-	6	*	1	1
	1%	2%	-	-	4%	2%	-	-	1%	1%	2%	2%	1%	-	-	-	-	-	66%	*	4%	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	36%
Labour	16%
Liberal Democrat	26%
UKIP	17%
Green	3%
Other	2%

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CATI Fieldwork : 6th - 16th August 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	1000	444	556	54	99	167	190	177	310	437	210	120	176	281	127	174	132	22	12	311	80	264
Weighted base	1000	490	510	90	189	199	179	140	199	274	340	189	151	251	126	176	130	27	17	268	51	276
Conservative	198 20%	103 21%	95 19%	11 13%	29 15%	39 20%	36 20%	26 19%	56 28%	59 21%	77 23%	29 15%	26 17%	171 68%	1 1%	2 1%	9 7%	- -	- -	149 55%	4 8%	14 5%
Labour	91 9%	39 8%	51 10%	15 17%	21 11%	21 10%	14 8%	7 5%	12 6%	23 8%	28 8%	11 6%	22 15%	5 2%	74 59%	1 1%	1 1%	- -	3 19%	6 2%	27 52%	23 8%
Liberal Democrat	361 36%	155 32%	206 40%	27 30%	60 32%	75 38%	61 34%	66 47%	71 36%	106 39%	128 38%	57 30%	56 37%	63 25%	46 37%	170 97%	16 12%	6 20%	6 34%	52 19%	10 20%	198 72%
The UK Independence Party (UKIP)	110 11%	57 12%	53 10%	10 11%	23 12%	14 7%	24 14%	13 9%	25 13%	30 11%	25 7%	34 18%	18 12%	7 3%	2 2%	1 1%	95 73%	- -	3 18%	43 16%	5 9%	14 5%
The Green Party	23 2%	16 3%	7 1%	2 2%	9 5%	3 2%	3 2%	4 3%	2 1%	10 3%	10 3%	1 1%	1 1%	- -	2 2%	1 1%	- -	19 70%	* 2%	3 1%	1 2%	11 4%
The British National Party (BNP)	3 *	3 1%	- -	3 3%	- -	- -	- -	- -	1 *	- -	- -	3 1%	1 *	- -	- -	- -	- -	- -	3 19%	- -	- -	- -
Some other party	2 *	1 *	1 *	- -	- -	1 *	- -	* *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 1%	- -
Would not vote	94 9%	55 11%	38 8%	10 11%	25 13%	29 14%	15 8%	8 6%	7 4%	12 5%	32 9%	32 17%	12 8%	- -	- -	- -	- -	- -	- -	2 1%	1 1%	1 1%
Refused	36 4%	20 4%	16 3%	3 4%	2 1%	2 1%	7 4%	8 6%	13 6%	13 5%	6 2%	5 2%	8 6%	* *	- -	- -	- -	- -	- -	2 1%	- -	4 1%
Don't know	82 8%	40 8%	42 8%	9 10%	19 10%	15 7%	19 11%	7 5%	11 5%	20 7%	33 10%	17 9%	7 4%	6 2%	- -	1 *	10 8%	3 10%	1 7%	13 5%	4 7%	12 4%

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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

	Gender		Age						SEG				Voting Intention						2010 Vote			
	Total	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	605	266	339	24	51	95	114	111	209	282	125	65	105	215	93	132	92	11	7	238	56	202
Weighted base	570	270	299	37	94	112	103	87	136	173	189	96	89	185	88	131	86	17	9	204	34	209
Conservative	153	79	74	7	22	29	26	22	47	47	56	23	21	131	1	*	8	-	-	124	3	11
	27%	29%	25%	19%	23%	26%	26%	25%	34%	27%	30%	25%	23%	71%	1%	*	9%	-	-	61%	8%	5%
Labour	62	30	33	9	12	16	10	5	10	17	20	7	13	4	50	1	1	-	2	5	18	18
	11%	11%	11%	24%	13%	15%	10%	5%	7%	10%	11%	8%	15%	2%	57%	1%	1%	-	28%	2%	54%	9%
Liberal Democrat	259	110	149	15	36	54	46	50	56	80	87	41	40	45	34	128	10	5	3	39	8	161
	45%	41%	50%	42%	38%	48%	45%	57%	41%	46%	46%	42%	45%	24%	38%	98%	12%	28%	36%	19%	23%	77%
The UK Independence Party (UKIP)	79	40	39	5	16	9	19	9	20	23	18	23	14	5	1	1	68	-	3	35	4	11
	14%	15%	13%	13%	18%	8%	18%	10%	15%	13%	9%	24%	16%	3%	1%	*	78%	-	29%	17%	12%	5%
The Green Party	15	10	5	1	7	2	2	1	1	6	8	1	*	-	2	1	-	12	*	1	1	9
	3%	4%	2%	1%	8%	2%	2%	2%	1%	4%	4%	1%	*	-	2%	1%	-	72%	*	*	1%	4%
The British National Party (BNP)	1	1	-	*	-	-	-	-	1	-	-	*	1	-	-	-	-	-	1	-	-	-
	*	*	-	*	-	-	-	-	*	-	-	*	1%	-	-	-	-	-	7%	-	-	-
Some other party	1	1	*	-	-	*	-	*	1	1	-	-	-	-	1	-	-	-	-	-	1	-
	*	*	*	-	-	*	-	*	*	*	-	-	-	-	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	27%
Labour	11%
Liberal Democrat	45%
UKIP	14%
Green	3%

Other *

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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	444	556	54	99	167	190	177	310	437	210	120	176	281	127	174	132	22	12	311	80	264
Weighted base	1000	490	510	90	189	199	179	140	199	274	340	189	151	251	126	176	130	27	17	268	51	276
I would not vote UKIP	602	290	312	51	121	116	111	89	113	176	208	102	90	166	106	147	-	26	5	141	37	210
	60%	59%	61%	57%	64%	58%	62%	64%	57%	64%	61%	54%	60%	66%	84%	84%	-	95%	32%	53%	73%	76%
I would not vote Labour	556	272	284	33	95	101	104	88	133	154	190	105	85	199	-	98	103	16	9	213	3	136
	56%	55%	56%	37%	50%	51%	58%	63%	67%	56%	56%	55%	56%	79%	-	56%	79%	60%	52%	79%	6%	49%
I would not vote Conservative	422	226	196	41	82	81	82	60	76	108	125	97	68	-	93	104	86	23	12	35	36	169
	42%	46%	38%	46%	43%	41%	46%	43%	38%	40%	37%	52%	45%	-	74%	59%	66%	84%	72%	13%	71%	61%
I would not vote Liberal Democrat	387	211	176	31	78	64	75	52	88	99	120	93	57	122	47	-	102	13	5	162	28	43
	39%	43%	35%	35%	41%	32%	42%	37%	44%	36%	35%	49%	37%	49%	37%	-	78%	48%	31%	60%	54%	15%
None of these - I would potentially vote for all of them	79	35	44	12	14	20	13	5	13	17	30	15	13	18	6	8	1	-	4	13	3	11
	8%	7%	9%	14%	7%	10%	7%	4%	7%	6%	9%	8%	9%	7%	5%	5%	1%	-	26%	5%	6%	4%
Don't know	18	6	12	-	5	2	2	4	4	6	5	2	2	-	3	-	-	-	-	-	-	4
	2%	1%	2%	-	3%	1%	1%	3%	2%	2%	1%	1%	1%	-	2%	-	-	-	-	-	-	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	444	556	54	99	167	190	177	310	437	210	120	176	281	127	174	132	22	12	311	80	264	
Weighted base	1000	490	510	90	189	199	179	140	199	274	340	189	151	251	126	176	130	27	17	268	51	276	
NET: Well	703	378	325	57	138	141	115	102	148	206	236	129	100	219	83	131	78	16	7	224	34	184	
		70%	77%	64%	63%	73%	70%	64%	73%	74%	75%	69%	68%	66%	87%	66%	74%	60%	58%	43%	83%	66%	67%
Very well	(4)	67	43	23	3	14	15	7	12	16	19	23	6	15	20	12	8	5	3	2	24	4	17
		7%	9%	5%	3%	7%	7%	4%	9%	8%	7%	7%	3%	10%	8%	10%	4%	4%	9%	15%	9%	8%	6%
Quite well	(3)	636	334	302	54	125	126	108	90	131	187	213	123	85	199	71	123	73	13	5	200	30	168
		64%	68%	59%	60%	66%	63%	60%	65%	66%	68%	63%	65%	57%	80%	56%	70%	56%	48%	28%	75%	58%	61%
Quite badly	(2)	218	83	135	23	30	53	52	27	33	52	80	40	36	29	32	36	34	10	6	36	14	71
		22%	17%	27%	25%	16%	27%	29%	19%	17%	19%	23%	21%	24%	12%	25%	20%	26%	36%	36%	13%	28%	26%
Very badly	(1)	51	21	30	10	13	3	10	6	9	11	14	15	11	2	9	5	14	*	4	5	3	14
		5%	4%	6%	11%	7%	2%	5%	4%	4%	4%	4%	8%	7%	1%	7%	3%	11%	1%	21%	2%	5%	5%
NET: Badly		269	104	165	33	44	56	61	33	42	62	93	55	46	31	41	41	49	10	10	41	17	85
		27%	21%	32%	37%	23%	28%	34%	24%	21%	23%	27%	29%	31%	12%	32%	23%	37%	37%	57%	15%	33%	31%
Don't know		28	9	20	-	7	3	3	4	10	5	11	5	4	1	2	4	4	1	-	3	1	6
		3%	2%	4%	-	4%	1%	2%	3%	5%	2%	3%	3%	3%	*	2%	2%	3%	5%	-	1%	1%	2%
Mean		2.74	2.83	2.65	2.55	2.76	2.77	2.64	2.80	2.82	2.80	2.75	2.66	2.72	2.95	2.70	2.78	2.54	2.69	2.37	2.91	2.69	2.69
Standard deviation		0.66	0.64	0.67	0.74	0.69	0.60	0.65	0.66	0.64	0.62	0.64	0.68	0.74	0.47	0.74	0.57	0.74	0.68	1.00	0.54	0.70	0.66
Standard error		0.02	0.03	0.03	0.10	0.07	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.06	0.03	0.07	0.04	0.07	0.15	0.29	0.03	0.08	0.04

Sutton & Cheam Poll

CATI Fieldwork : 6th - 16th August 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	444	556	54	99	167	190	177	310	437	210	120	176	281	127	174	132	22	12	311	80	264	
Weighted base	1000	490	510	90	189	199	179	140	199	274	340	189	151	251	126	176	130	27	17	268	51	276	
NET: Well	698	370	328	65	145	128	103	106	150	205	240	125	96	217	86	138	73	17	5	222	30	197	
	70%	75%	64%	72%	76%	64%	57%	76%	75%	75%	71%	66%	64%	87%	68%	78%	56%	63%	28%	83%	59%	71%	
Very well	(4)	72	47	25	6	18	11	6	10	21	26	18	12	27	7	7	8	3	-	28	2	18	
		7%	10%	5%	6%	10%	5%	4%	7%	11%	9%	5%	6%	8%	11%	6%	4%	6%	11%	-	11%	4%	6%
Quite well	(3)	626	323	303	59	126	118	97	96	129	179	222	113	85	190	79	130	64	14	5	194	28	179
		63%	66%	59%	66%	67%	59%	54%	69%	64%	66%	65%	60%	56%	76%	62%	74%	50%	52%	28%	72%	56%	65%
Quite badly	(2)	216	90	125	14	28	60	62	24	27	53	75	43	35	30	32	27	38	8	8	41	17	64
		22%	18%	25%	16%	15%	30%	34%	17%	14%	20%	22%	23%	23%	12%	26%	16%	29%	31%	47%	15%	33%	23%
Very badly	(1)	57	19	38	11	9	8	14	3	12	10	13	16	12	1	6	7	17	*	4	2	3	12
		6%	4%	7%	12%	4%	4%	8%	2%	6%	4%	4%	9%	8%	*	5%	4%	13%	1%	25%	1%	6%	4%
NET: Badly		272	110	163	25	36	68	76	27	39	63	88	59	47	31	38	35	55	9	12	43	20	76
		27%	22%	32%	28%	19%	34%	42%	19%	20%	23%	26%	31%	31%	12%	30%	20%	42%	32%	72%	16%	39%	28%
Don't know		30	11	19	-	8	3	1	7	10	5	12	4	8	3	2	3	2	1	-	3	1	3
		3%	2%	4%	-	4%	2%	1%	5%	5%	2%	3%	2%	5%	1%	1%	2%	2%	5%	-	1%	2%	1%
Mean		2.73	2.83	2.64	2.66	2.85	2.67	2.54	2.84	2.84	2.82	2.75	2.65	2.67	2.98	2.70	2.80	2.50	2.76	2.03	2.94	2.58	2.74
Standard deviation		0.68	0.65	0.70	0.77	0.65	0.65	0.69	0.57	0.70	0.64	0.62	0.73	0.75	0.49	0.65	0.58	0.81	0.68	0.75	0.54	0.66	0.64
Standard error		0.02	0.03	0.03	0.10	0.07	0.05	0.05	0.04	0.04	0.03	0.04	0.07	0.06	0.03	0.06	0.04	0.07	0.15	0.22	0.03	0.08	0.04

Sutton & Cheam Poll

CATI Fieldwork : 6th - 16th August 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	1000	444	556	54	99	167	190	177	310	437	210	120	176	281	127	174	132	22	12	311	80	264
Weighted base	1000	490	510	90	189	199	179	140	199	274	340	189	151	251	126	176	130	27	17	268	51	276
I am satisfied with the job David Cameron is doing overall as Prime Minister	347 35%	189 39%	159 31%	27 30%	72 38%	57 29%	61 34%	50 36%	79 40%	89 32%	123 36%	61 32%	57 38%	174 69%	28 22%	33 19%	31 24%	- -	4 24%	162 60%	11 21%	46 17%
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	379 38%	155 32%	224 44%	36 40%	66 35%	94 47%	66 37%	48 34%	67 33%	103 38%	129 38%	89 47%	43 29%	73 29%	39 31%	73 41%	66 51%	15 56%	6 36%	94 35%	15 29%	118 43%
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.	169 17%	92 19%	77 15%	21 23%	29 15%	27 14%	31 17%	26 19%	35 18%	57 21%	44 13%	26 14%	36 24%	3 1%	56 45%	49 28%	22 17%	10 37%	3 15%	8 3%	24 48%	86 31%
Refused	24 2%	12 2%	12 2%	1 2%	3 1%	2 1%	6 3%	5 3%	7 4%	7 2%	9 3%	1 1%	5 3%	- -	1 *	5 3%	1 1%	- -	* 2%	1 *	- -	7 3%
Don't know	80 8%	43 9%	38 7%	5 6%	20 11%	19 9%	15 9%	10 7%	11 5%	17 6%	35 10%	12 6%	10 7%	2 1%	3 2%	16 9%	9 7%	2 7%	4 22%	3 1%	1 3%	19 7%

Sutton & Cheam Poll

CATI Fieldwork : 6th - 16th August 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	1000	444	556	54	99	167	190	177	310	437	210	120	176	281	127	174	132	22	12	311	80	264
Weighted base	1000	490	510	90	189	199	179	140	199	274	340	189	151	251	126	176	130	27	17	268	51	276
The Liberal Democrat	346	173	174	21	60	72	70	61	62	99	129	64	45	78	50	85	44	6	4	94	18	129
	35%	35%	34%	23%	32%	36%	39%	44%	31%	36%	38%	34%	30%	31%	40%	49%	34%	20%	24%	35%	34%	47%
The Conservatives	299	150	149	13	42	71	67	51	53	94	103	52	41	91	44	54	38	6	1	100	20	90
	30%	31%	29%	15%	22%	36%	37%	37%	26%	34%	30%	28%	27%	36%	35%	30%	29%	21%	5%	37%	38%	33%
The UK Independence Party (UKIP)	88	51	37	13	29	15	12	3	16	19	24	25	15	17	16	10	27	1	2	23	3	17
	9%	10%	7%	15%	15%	8%	7%	2%	8%	7%	7%	13%	10%	7%	13%	6%	21%	4%	9%	9%	6%	6%
Labour	86	43	42	10	16	26	16	10	7	18	23	33	7	10	24	7	19	2	2	17	8	21
	9%	9%	8%	11%	8%	13%	9%	7%	3%	7%	7%	18%	5%	4%	19%	4%	14%	6%	15%	7%	15%	8%
None of them	473	241	232	55	94	85	77	53	107	118	160	87	78	114	51	71	60	18	11	120	23	106
	47%	49%	46%	61%	50%	43%	43%	38%	54%	43%	47%	46%	52%	46%	40%	40%	46%	64%	66%	45%	45%	38%
Don't know	21	4	17	3	7	5	-	3	3	5	6	5	1	1	-	3	-	-	-	2	-	4
	2%	1%	3%	3%	4%	3%	-	2%	2%	2%	2%	3%	1%	1%	-	2%	-	-	-	1%	-	2%

Sutton & Cheam Poll

CATI Fieldwork : 6th - 16th August 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	1000	444	556	54	99	167	190	177	310	437	210	120	176	281	127	174	132	22	12	311	80	264
Weighted base	1000	490	510	90	189	199	179	140	199	274	340	189	151	251	126	176	130	27	17	268	51	276
A Conservative government	354 35%	182 37%	171 34%	21 24%	58 31%	70 35%	67 37%	49 35%	87 44%	98 36%	135 40%	65 35%	43 28%	207 82%	2 1%	11 6%	53 40%	6 23%	4 23%	207 77%	5 9%	43 15%
A Labour government	188 19%	95 19%	93 18%	29 32%	45 24%	29 15%	33 19%	21 15%	30 15%	50 18%	63 19%	35 18%	32 21%	4 2%	82 65%	22 12%	29 22%	8 29%	5 30%	11 4%	37 73%	58 21%
A coalition between the Conservatives and the Liberal Democrats	165 16%	66 13%	99 19%	14 16%	28 15%	37 18%	26 15%	24 17%	35 18%	46 17%	58 17%	27 14%	29 19%	31 12%	5 4%	66 38%	12 9%	3 12%	3 15%	20 7%	2 4%	70 25%
A coalition between Labour and the Liberal Democrats	157 16%	91 19%	66 13%	23 25%	31 16%	31 16%	19 18%	20 14%	20 10%	47 17%	40 12%	38 20%	23 15%	2 1%	36 28%	67 38%	14 11%	7 26%	3 19%	8 3%	6 13%	83 30%
Don't know	136 14%	55 11%	81 16%	2 3%	27 14%	32 16%	21 12%	27 19%	27 13%	32 12%	44 13%	24 13%	25 17%	7 3%	2 2%	10 6%	23 18%	3 11%	2 13%	22 8%	1 2%	22 8%

Sutton & Cheam Poll
CATI Fieldwork : 6th - 16th August 2014

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	444 44%	490 49%
Female	556 56%	510 51%

Sutton & Cheam Poll
CATI Fieldwork : 6th - 16th August 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	1000	1000
Weighted base	1000	1000
18-24	54 5%	90 9%
25-34	99 10%	189 19%
35-44	167 17%	199 20%
45-54	190 19%	179 18%
55-64	177 18%	140 14%
65 or older	310 31%	199 20%
Refused	3 *	3 *

Sutton & Cheam Poll
CATI Fieldwork : 6th - 16th August 2014

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	140 14%	85 9%
B	297 30%	188 19%
C1	210 21%	340 34%
C2	120 12%	189 19%
D	51 5%	57 6%
E	125 13%	94 9%
Refused	57 6%	47 5%

Sutton & Cheam Poll
CATI Fieldwork : 6th - 16th August 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	1000	1000
Weighted base	1000	1000
Conservative	311 31%	268 27%
Labour	80 8%	51 5%
Liberal Democrats	264 26%	276 28%
Another party	36 4%	32 3%
Did not vote	215 22%	276 28%
Refused	49 5%	44 4%
Don't know	45 5%	52 5%