

The Ashcroft National Poll

CATI Fieldwork : 16th - 18th May 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 if there was another general election?

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1006	482	524	84	157	165	188	170	242	339	228	160	279	265	268	247	138	88	870	
Weighted base	1006	493	513	120	171	168	178	148	222	273	278	216	239	272	265	239	142	88	869	
Absolutely certain to vote	(10)	551 55%	279 57%	272 53%	40 33%	69 41%	83 50%	110 62%	93 63%	155 70%	179 66%	151 54%	102 47%	118 49%	142 52%	158 59%	119 50%	77 54%	57 65%	463 53%
	(9)	55 5%	28 6%	26 5%	3 3%	11 6%	12 7%	7 4%	11 7%	10 5%	20 7%	13 5%	9 4%	13 5%	16 6%	14 5%	6 2%	12 8%	7 8%	43 5%
	(8)	87 9%	45 9%	42 8%	21 17%	13 7%	13 8%	12 7%	9 6%	19 9%	23 8%	25 9%	16 7%	23 10%	19 7%	19 7%	29 12%	10 7%	9 11%	74 8%
	(7)	46 5%	21 4%	25 5%	7 6%	11 7%	11 7%	6 3%	2 2%	8 4%	9 3%	13 5%	10 5%	15 6%	9 3%	11 4%	16 7%	8 5%	3 3%	41 5%
	(6)	38 4%	16 3%	22 4%	7 6%	14 8%	3 2%	6 3%	6 4%	2 1%	6 2%	6 2%	15 7%	11 5%	13 5%	9 3%	8 3%	7 5%	1 2%	35 4%
	(5)	59 6%	25 5%	34 7%	12 10%	9 5%	14 8%	7 4%	7 4%	11 5%	11 4%	18 6%	18 8%	12 5%	22 8%	13 5%	16 7%	4 3%	3 4%	56 6%
	(4)	20 2%	11 2%	9 2%	7 6%	4 3%	- -	4 2%	2 2%	2 1%	3 1%	4 1%	7 3%	6 2%	7 3%	1 1%	5 2%	5 4%	1 1%	19 2%
	(3)	13 1%	4 1%	10 2%	3 2%	6 3%	- -	1 *	3 2%	1 1%	4 2%	3 1%	3 1%	3 1%	3 1%	6 2%	4 2%	- -	- -	13 2%
	(2)	14 1%	6 1%	9 2%	3 2%	1 1%	3 2%	5 3%	1 1%	1 *	- -	5 2%	3 1%	6 3%	6 2%	2 1%	1 *	3 2%	1 2%	12 1%
Definitely would not vote	(1)	119 12%	57 12%	62 12%	17 14%	33 19%	27 16%	18 10%	15 10%	9 4%	17 6%	38 14%	33 15%	31 13%	35 13%	29 11%	35 15%	16 11%	5 5%	109 13%
Refused		1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *
Don't know		3 *	1 *	2 *	- -	- -	- -	1 1%	- -	2 1%	- -	1 *	- -	2 1%	- -	3 1%	- -	- -	- -	3 *
Mean		7.79	7.92	7.66	6.74	6.83	7.44	8.08	8.21	8.85	8.63	7.66	7.20	7.51	7.53	8.02	7.46	7.86	8.70	7.67
Standard deviation		3.15	3.10	3.20	3.20	3.49	3.38	3.10	3.00	2.29	2.54	3.30	3.36	3.25	3.28	3.09	3.28	3.10	2.44	3.21
Standard error		0.10	0.14	0.14	0.35	0.28	0.26	0.23	0.23	0.15	0.14	0.22	0.27	0.20	0.20	0.19	0.21	0.26	0.26	0.11

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Base: All respondents

		Voting Intention					Swing Vote	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP		DK/Ref	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1006	179	258	55	95	211	442	205	219	134	375	307
Weighted base		1006	187	248	59	97	204	457	218	181	138	357	325
Absolutely certain to vote	(10)	551 55%	128 69%	153 62%	30 50%	70 72%	117 57%	234 51%	164 76%	124 69%	91 66%	263 74%	170 52%
	(9)	55 5%	10 6%	13 5%	6 10%	5 6%	12 6%	29 6%	10 5%	9 5%	12 9%	19 5%	24 7%
	(8)	87 9%	19 10%	26 11%	6 11%	9 9%	20 10%	50 11%	18 8%	11 6%	12 9%	29 8%	38 12%
	(7)	46 5%	7 4%	8 3%	8 14%	3 3%	11 5%	33 7%	7 3%	7 4%	9 7%	12 3%	23 7%
	(6)	38 4%	6 3%	15 6%	3 4%	3 3%	8 4%	30 7%	5 2%	6 3%	5 4%	8 2%	22 7%
	(5)	59 6%	9 5%	20 8%	5 8%	4 4%	13 6%	44 10%	8 4%	12 7%	4 3%	15 4%	32 10%
	(4)	20 2%	6 3%	7 3%	2 3%	* *	4 2%	14 3%	1 1%	3 1%	1 1%	5 2%	10 3%
	(3)	13 1%	- -	4 2%	- -	1 1%	7 3%	11 2%	- -	1 1%	1 1%	2 1%	5 1%
	(2)	14 1%	1 1%	1 *	- -	1 1%	9 5%	9 2%	- -	2 1%	1 1%	4 1%	1 *
Definitely would not vote	(1)	119 12%	- -	- -	- -	- -	- -	2 1%	6 3%	3 2%	- -	- -	- -
Refused		1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -
Don't know		3 *	- -	- -	- -	- -	3 1%	3 1%	1 *	1 *	- -	- -	- -
Mean		7.79	9.02	8.68	8.52	9.14	8.37	8.23	9.27	8.75	8.93	9.18	8.39
Standard deviation		3.15	1.77	2.00	1.83	1.73	2.44	2.26	1.61	2.32	1.96	1.69	2.06
Standard error		0.10	0.13	0.12	0.25	0.18	0.17	0.11	0.11	0.16	0.17	0.09	0.12

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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

	Gender		Age							Class				Region					NET: Eng-land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1006	482	524	84	157	165	188	170	242	339	228	160	279	265	268	247	138	88	870
Weighted base	1006	493	513	120	171	168	178	148	222	273	278	216	239	272	265	239	142	88	869
Conservative	187 19%	96 19%	91 18%	12 10%	21 12%	30 18%	35 20%	31 21%	57 26%	74 27%	52 19%	29 13%	31 13%	56 21%	57 22%	32 13%	29 20%	13 15%	162 19%
Labour	248 25%	122 25%	125 24%	36 30%	55 32%	45 27%	31 17%	33 22%	47 21%	65 24%	60 21%	71 33%	52 22%	65 24%	44 16%	77 32%	41 29%	21 24%	209 24%
Liberal Democrat	59 6%	27 6%	32 6%	14 11%	12 7%	2 1%	13 7%	5 3%	14 6%	19 7%	18 7%	10 5%	12 5%	14 5%	10 4%	20 8%	9 6%	6 7%	51 6%
SNP	23 2%	16 3%	7 1%	4 3%	3 2%	1 1%	3 2%	4 3%	7 3%	6 2%	6 2%	3 2%	7 3%	-	-	-	-	23 26%	-
Plaid Cymru	4 *	2 *	2 *	-	1 *	-	1 *	1 1%	2 1%	2 1%	-	2 1%	* *	-	-	-	4 3%	-	-
The UK Independence Party	97 10%	53 11%	44 9%	9 7%	12 7%	14 8%	16 9%	12 8%	34 15%	15 6%	26 9%	25 12%	30 13%	26 9%	37 14%	15 6%	15 10%	3 4%	91 10%
The Green Party	37 4%	20 4%	17 3%	11 9%	6 3%	7 4%	5 3%	6 4%	3 1%	14 5%	10 4%	5 2%	8 3%	11 4%	10 4%	7 3%	5 3%	4 4%	33 4%
The British National Party	8 1%	5 1%	3 1%	1 1%	2 1%	2 1%	1 1%	1 1%	1 1%	2 1%	-	4 2%	2 1%	2 1%	3 1%	2 1%	1 1%	-	7 1%
Another party	20 2%	7 1%	13 3%	-	3 2%	6 4%	4 2%	4 2%	3 2%	5 2%	3 1%	5 3%	6 3%	2 1%	7 3%	6 3%	3 2%	1 1%	18 2%
Would not vote	119 12%	57 12%	62 12%	17 14%	33 19%	27 16%	18 10%	15 10%	9 4%	17 6%	38 14%	33 15%	31 13%	35 13%	29 11%	35 15%	16 11%	5 5%	109 13%
Refused	73 7%	31 6%	42 8%	5 4%	4 2%	15 9%	17 9%	10 7%	23 10%	22 8%	21 7%	7 3%	23 10%	24 9%	23 9%	14 6%	8 6%	4 5%	68 8%
Don't know	131 13%	57 12%	74 14%	12 10%	20 12%	18 11%	34 19%	25 17%	22 10%	32 12%	44 16%	20 9%	36 15%	37 13%	45 17%	30 12%	12 8%	8 9%	120 14%

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Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1006	179	258	55	95	211	442	205	219	134	375	307
Weighted base	1006	187	248	59	97	204	457	218	181	138	357	325
Conservative	187 19%	187 100%	-	-	-	-	70 15%	134 61%	6 3%	10 7%	117 33%	70 22%
Labour	248 25%	-	248 100%	-	-	-	110 24%	9 4%	118 65%	36 26%	138 39%	110 34%
Liberal Democrat	59 6%	-	-	59 100%	-	-	39 9%	5 2%	4 2%	33 24%	20 6%	39 12%
SNP	23 2%	-	-	-	-	-	10 2%	-	3 1%	1 1%	13 4%	10 3%
Plaid Cymru	4 *	-	-	-	-	-	-	-	1 1%	-	4 1%	-
The UK Independence Party	97 10%	-	-	-	97 100%	-	52 11%	30 14%	13 7%	10 7%	45 13%	52 16%
The Green Party	37 4%	-	-	-	-	-	25 5%	-	3 1%	12 9%	12 3%	25 8%
The British National Party	8 1%	-	-	-	-	-	3 1%	1 1%	-	-	5 1%	3 1%
Another party	20 2%	-	-	-	-	-	17 4%	4 2%	4 2%	6 5%	3 1%	17 5%
Would not vote	119 12%	-	-	-	-	-	-	2 1%	6 3%	3 2%	-	-
Refused	73 7%	-	-	-	-	73 36%	-	6 3%	4 2%	4 3%	-	-
Don't know	131 13%	-	-	-	-	131 64%	131 29%	27 12%	19 11%	23 16%	-	-

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Table 3

Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.

How likely are you, personally, to vote at the next election?

Q.2 If there were a general election tomorrow, which party would you vote for?

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	505	255	250	36	74	76	91	87	142	196	108	76	126	121	134	118	76	57	417
Weighted base	495	259	236	51	76	77	82	76	134	158	132	100	105	121	130	109	80	55	408
Conservative	141 29%	74 29%	67 29%	7 14%	15 20%	21 28%	25 30%	26 35%	46 34%	59 37%	44 33%	17 17%	22 21%	42 34%	44 34%	23 21%	22 27%	10 18%	121 30%
Labour	175 35%	87 33%	88 37%	20 39%	35 47%	33 42%	25 31%	25 33%	37 28%	52 33%	44 34%	44 44%	35 33%	40 33%	32 25%	54 50%	31 39%	17 31%	145 35%
Liberal Democrat	40 8%	19 7%	21 9%	6 12%	7 10%	2 3%	11 13%	4 6%	9 7%	15 9%	11 8%	8 7%	7 7%	11 9%	8 6%	11 10%	6 8%	4 7%	34 8%
SNP	18 4%	12 5%	6 3%	3 6%	2 2%	1 2%	3 3%	4 5%	6 4%	5 3%	5 4%	3 3%	5 5%	- -	- -	- -	- -	18 33%	- -
Plaid Cymru	4 1%	2 1%	2 1%	- -	1 1%	- -	1 1%	1 1%	2 1%	1 1%	- -	2 2%	* *	- -	- -	- -	4 5%	- -	- -
The UK Independence Party	75 15%	44 17%	31 13%	7 13%	10 13%	10 14%	10 13%	9 12%	29 21%	11 7%	20 15%	20 20%	24 23%	18 15%	31 24%	12 11%	12 15%	3 5%	71 17%
The Green Party	25 5%	13 5%	12 5%	7 14%	3 4%	5 6%	3 4%	4 6%	2 2%	10 7%	4 3%	4 4%	6 6%	7 6%	8 6%	4 4%	2 3%	2 4%	22 6%
The British National Party	4 1%	4 1%	* *	1 1%	* *	2 2%	1 1%	1 1%	* *	2 1%	- -	2 2%	1 1%	1 1%	1 1%	1 1%	1 1%	- -	3 1%
Another party	12 3%	4 2%	8 3%	- -	2 2%	3 3%	4 4%	2 2%	3 2%	3 2%	3 2%	2 2%	4 4%	1 1%	6 5%	3 2%	2 3%	1 1%	11 3%

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Table 3

**Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.
 How likely are you, personally, to vote at the next election?**

Q.2 If there were a general election tomorrow, which party would you vote for?

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	505	137	189	39	73	-	208	136	144	86	297	208
Weighted base	495	141	175	40	75	-	216	149	117	85	280	216
Conservative	141	141	-	-	-	-	48	109	4	9	93	48
	29%	100%	-	-	-	-	22%	73%	4%	10%	33%	22%
Labour	175	-	175	-	-	-	69	6	93	31	106	69
	35%	-	100%	-	-	-	32%	4%	80%	36%	38%	32%
Liberal Democrat	40	-	-	40	-	-	26	4	2	24	15	26
	8%	-	-	100%	-	-	12%	3%	2%	28%	5%	12%
SNP	18	-	-	-	-	-	8	-	2	1	10	8
	4%	-	-	-	-	-	4%	-	2%	2%	4%	4%
Plaid Cymru	4	-	-	-	-	-	-	-	1	-	4	-
	1%	-	-	-	-	-	-	-	1%	-	1%	-
The UK Independence Party	75	-	-	-	75	-	37	26	11	8	38	37
	15%	-	-	-	100%	-	17%	18%	9%	9%	14%	17%
The Green Party	25	-	-	-	-	-	17	-	1	9	8	17
	5%	-	-	-	-	-	8%	-	1%	10%	3%	8%
The British National Party	4	-	-	-	-	-	1	*	-	-	3	1
	1%	-	-	-	-	-	1%	*	-	-	1%	1%
Another party	12	-	-	-	-	-	10	3	2	4	2	10
	3%	-	-	-	-	-	5%	2%	2%	5%	1%	5%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	29%
Labour	35%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	3%
Plaid Cymru	1%
The UK Independence Party	14%
Other	8%

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Absolutes/col percents

Table 5

Q4. The next general election will take place on May 7th 2015 - just under a year from now. When the general election comes, will you definitely vote ... or might you end up voting differently when the time comes?

Base: All naming a party they would vote for tomorrow

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	682	339	343	60	108	105	118	112	179	249	143	115	175	172	172	167	100	71	574
Weighted base	682	348	335	86	114	107	109	98	168	202	175	156	149	177	168	160	107	71	573
Will definitely vote that way	357 52%	201 58%	157 47%	27 32%	57 50%	54 51%	58 53%	58 59%	102 61%	107 53%	94 54%	73 47%	83 56%	98 56%	78 47%	91 57%	55 51%	35 50%	297 52%
Might end up voting differently	325 48%	147 42%	178 53%	59 68%	57 50%	53 49%	51 47%	40 41%	66 39%	95 47%	81 46%	83 53%	66 44%	79 44%	90 53%	69 43%	52 49%	36 50%	275 48%

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Table 5

Q4. The next general election will take place on May 7th 2015 - just under a year from now. When the general election comes, will you definitely vote ... or might you end up voting differently when the time comes?

Base: All naming a party they would vote for tomorrow

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	682	179	258	55	95	-	307	167	183	109	375	307
Weighted base	682	187	248	59	97	-	325	182	152	109	357	325
Will definitely vote that way	357	117	138	20	45	-	-	114	93	44	357	-
	52%	62%	56%	34%	47%	-	-	62%	61%	41%	100%	-
Might end up voting differently	325	70	110	39	52	-	325	69	59	65	-	325
	48%	38%	44%	66%	53%	-	100%	38%	39%	59%	-	100%

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Table 6

Q5. Overall, would you say Britain is going in the right direction, or the wrong direction?

Base: All respondents

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1006	482	524	84	157	165	188	170	242	339	228	160	279	265	268	247	138	88	870
Weighted base	1006	493	513	120	171	168	178	148	222	273	278	216	239	272	265	239	142	88	869
Right direction	443 44%	246 50%	197 38%	55 45%	62 37%	75 44%	79 45%	62 42%	110 49%	145 53%	127 46%	82 38%	89 37%	125 46%	109 41%	92 39%	68 47%	49 56%	376 43%
Wrong direction	489 49%	217 44%	272 53%	54 45%	95 55%	81 48%	90 50%	77 52%	92 41%	113 41%	122 44%	123 57%	131 55%	129 47%	136 51%	124 52%	66 46%	34 38%	430 49%
Don't know	75 7%	31 6%	44 9%	12 10%	14 8%	12 7%	9 5%	9 6%	20 9%	16 6%	29 10%	11 5%	19 8%	18 7%	20 8%	22 9%	9 6%	5 6%	64 7%

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Table 6

Q5. Overall, would you say Britain is going in the right direction, or the wrong direction?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1006	179	258	55	95	211	442	205	219	134	375	307
Weighted base	1006	187	248	59	97	204	457	218	181	138	357	325
Right direction	443	156	88	34	23	88	216	147	61	72	177	155
	44%	83%	35%	57%	24%	43%	47%	67%	34%	52%	50%	48%
Wrong direction	489	24	143	22	68	92	220	59	108	55	152	160
	49%	13%	58%	37%	70%	45%	48%	27%	60%	40%	43%	49%
Don't know	75	7	17	3	6	24	21	12	12	11	28	10
	7%	4%	7%	5%	6%	12%	5%	6%	7%	8%	8%	3%

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Table 7

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1006	482	524	84	157	165	188	170	242	339	228	160	279	265	268	247	138	88	870
Weighted base	1006	493	513	120	171	168	178	148	222	273	278	216	239	272	265	239	142	88	869
<u>Getting the economy growing and creating jobs</u>																			
The Conservatives	419	227	192	32	48	70	85	69	115	131	114	83	92	118	131	83	63	24	371
	42%	46%	37%	27%	28%	42%	48%	47%	52%	48%	41%	38%	38%	43%	50%	35%	44%	28%	43%
Labour	343	172	170	57	76	58	53	49	51	93	83	88	80	87	63	99	51	43	283
	34%	35%	33%	47%	44%	34%	30%	33%	23%	34%	30%	41%	33%	32%	24%	41%	36%	49%	33%
The Liberal Democrats	77	34	43	14	13	7	17	11	16	23	20	14	20	18	19	21	8	10	65
	8%	7%	8%	12%	7%	4%	9%	7%	7%	9%	7%	7%	8%	7%	7%	9%	6%	12%	7%
Don't know	167	59	107	17	34	34	23	19	40	26	61	31	48	49	51	36	21	10	151
	17%	12%	21%	14%	20%	20%	13%	13%	18%	10%	22%	14%	20%	18%	19%	15%	14%	11%	17%
<u>Cutting the deficit and the debt</u>																			
The Conservatives	499	263	236	40	73	77	101	80	128	164	135	101	98	140	149	108	66	37	439
	50%	53%	46%	33%	43%	46%	57%	54%	58%	60%	49%	47%	41%	52%	56%	45%	46%	42%	50%
Labour	229	112	117	39	44	42	32	36	36	57	61	56	55	57	39	69	37	29	187
	23%	23%	23%	33%	26%	25%	18%	24%	16%	21%	22%	26%	23%	21%	15%	29%	26%	33%	21%
The Liberal Democrats	92	37	55	20	13	10	20	7	21	19	22	21	30	20	25	26	9	12	79
	9%	8%	11%	16%	8%	6%	11%	5%	10%	7%	8%	10%	12%	7%	10%	11%	6%	14%	9%
Don't know	186	80	105	21	40	39	24	25	36	32	60	38	56	55	52	37	31	10	165
	18%	16%	21%	18%	23%	23%	14%	17%	16%	12%	21%	17%	23%	20%	20%	15%	22%	12%	19%

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Table 7

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender		Age							Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Weighted base	1006	493	513	120	171	168	178	148	222	273	278	216	239	272	265	239	142	88	869	
<u>Dealing with crime</u>																				
The Conservatives	390	212	178	31	65	59	78	56	102	117	107	77	89	131	112	73	52	23	348	
	39%	43%	35%	26%	38%	35%	44%	38%	46%	43%	39%	36%	37%	48%	42%	30%	37%	26%	40%	
Labour	284	138	146	56	46	50	46	42	44	84	63	71	66	62	58	83	48	34	232	
	28%	28%	28%	46%	27%	30%	26%	28%	20%	31%	23%	33%	27%	23%	22%	35%	34%	38%	27%	
The Liberal Democrats	100	45	55	8	16	16	21	13	26	27	23	23	26	20	27	27	14	11	85	
	10%	9%	11%	7%	9%	10%	12%	9%	12%	10%	8%	11%	11%	7%	10%	11%	10%	13%	10%	
Don't know	231	98	134	25	43	42	33	37	50	45	84	45	58	59	68	56	28	19	204	
	23%	20%	26%	21%	25%	25%	19%	25%	23%	16%	30%	21%	24%	22%	26%	23%	20%	22%	23%	
<u>Improving the NHS</u>																				
The Conservatives	244	123	121	26	29	32	44	30	82	69	70	52	52	74	70	48	39	14	217	
	24%	25%	24%	22%	17%	19%	25%	20%	37%	25%	25%	24%	22%	27%	26%	20%	27%	16%	25%	
Labour	452	240	212	59	81	83	83	71	76	135	116	105	96	120	101	124	62	46	380	
	45%	49%	41%	49%	48%	49%	47%	48%	34%	50%	42%	48%	40%	44%	38%	52%	43%	52%	44%	
The Liberal Democrats	109	45	64	15	20	17	17	15	25	32	29	17	30	23	32	24	15	14	92	
	11%	9%	12%	12%	12%	10%	9%	10%	11%	12%	11%	8%	13%	9%	12%	10%	11%	16%	11%	
Don't know	201	85	116	21	40	36	34	32	39	36	62	43	60	55	61	43	27	14	180	
	20%	17%	23%	17%	24%	22%	19%	21%	17%	13%	22%	20%	25%	20%	23%	18%	19%	16%	21%	

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Table 7

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Weighted base	1006	493	513	120	171	168	178	148	222	273	278	216	239	272	265	239	142	88	869
<u>Steering the economy through difficult times</u>																			
The Conservatives	453	245	208	35	59	69	92	75	124	148	120	88	97	132	142	82	68	29	400
	45%	50%	40%	29%	35%	41%	52%	51%	56%	54%	43%	41%	40%	48%	53%	34%	48%	33%	46%
Labour	286	144	142	49	61	56	41	41	38	72	78	75	60	65	52	95	40	33	237
	28%	29%	28%	41%	36%	34%	23%	28%	17%	27%	28%	35%	25%	24%	20%	40%	28%	38%	27%
The Liberal Democrats	90	38	53	20	10	10	19	9	23	22	21	20	28	22	20	22	11	15	73
	9%	8%	10%	17%	6%	6%	11%	6%	10%	8%	8%	9%	12%	8%	8%	9%	8%	17%	8%
Don't know	177	67	110	17	41	33	26	23	37	30	59	33	55	53	51	39	24	10	160
	18%	14%	22%	14%	24%	20%	14%	16%	17%	11%	21%	15%	23%	20%	19%	16%	17%	11%	18%
<u>Improving standards in schools</u>																			
The Conservatives	294	159	135	37	36	39	54	42	85	84	89	65	56	82	98	58	38	18	263
	29%	32%	26%	31%	21%	23%	30%	28%	39%	31%	32%	30%	23%	30%	37%	24%	27%	20%	30%
Labour	368	176	192	45	74	76	65	52	56	115	83	84	85	96	72	97	63	40	304
	37%	36%	38%	38%	44%	45%	36%	35%	25%	42%	30%	39%	36%	35%	27%	41%	44%	46%	35%
The Liberal Democrats	138	72	66	19	21	17	24	26	31	37	42	24	35	36	36	38	12	15	120
	14%	15%	13%	16%	13%	10%	13%	17%	14%	14%	15%	11%	15%	13%	14%	16%	9%	18%	14%
Don't know	206	86	120	19	38	36	35	28	49	37	64	42	64	58	60	45	29	14	183
	20%	17%	23%	15%	22%	21%	20%	19%	22%	13%	23%	19%	27%	21%	22%	19%	21%	17%	21%

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Table 7

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Weighted base	1006	493	513	120	171	168	178	148	222	273	278	216	239	272	265	239	142	88	869
<u>Tackling the cost of living</u>																			
The Conservatives	299	155	144	14	30	37	59	53	105	93	83	55	67	75	97	59	43	25	259
	30%	31%	28%	12%	18%	22%	33%	36%	47%	34%	30%	26%	28%	27%	37%	25%	30%	28%	30%
Labour	434	226	208	75	87	80	76	57	60	124	106	113	91	117	84	128	66	39	371
	43%	46%	41%	62%	51%	48%	43%	38%	27%	45%	38%	52%	38%	43%	32%	54%	46%	45%	43%
The Liberal Democrats	91	37	53	13	20	13	12	15	18	22	30	16	22	25	29	16	9	11	79
	9%	8%	10%	11%	11%	8%	7%	10%	8%	8%	11%	8%	9%	9%	11%	7%	6%	13%	9%
Don't know	182	74	107	18	33	37	31	24	39	34	58	31	59	55	54	36	24	12	162
	18%	15%	21%	15%	19%	22%	17%	16%	17%	12%	21%	14%	25%	20%	20%	15%	17%	14%	19%
<u>Introducing practical policies that will work in the long run</u>																			
The Conservatives	377	204	173	42	53	58	69	48	107	115	118	69	76	103	120	76	55	23	336
	37%	41%	34%	35%	31%	35%	39%	32%	48%	42%	42%	32%	32%	38%	45%	32%	38%	27%	39%
Labour	307	149	158	40	62	56	49	53	49	83	73	75	76	78	57	90	47	35	252
	31%	30%	31%	33%	36%	33%	27%	36%	22%	30%	26%	35%	32%	29%	22%	38%	33%	40%	29%
The Liberal Democrats	104	42	62	16	17	15	22	15	20	32	17	26	29	31	24	22	13	15	86
	10%	9%	12%	13%	10%	9%	13%	10%	9%	12%	6%	12%	12%	12%	9%	9%	9%	17%	10%
Don't know	217	97	120	22	40	39	38	32	46	43	69	46	59	60	64	50	28	14	196
	22%	20%	23%	19%	23%	23%	21%	22%	21%	16%	25%	21%	25%	22%	24%	21%	20%	16%	23%

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Table 7

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Weighted base	1006	493	513	120	171	168	178	148	222	273	278	216	239	272	265	239	142	88	869
Reforming the welfare system to cut benefit dependency																			
The Conservatives	458	234	224	47	73	76	89	63	109	148	133	83	93	134	146	89	57	32	405
	45%	47%	44%	39%	43%	45%	50%	43%	49%	54%	48%	38%	39%	49%	55%	37%	40%	36%	47%
Labour	272	133	139	41	48	46	46	44	48	64	64	73	70	67	42	84	51	28	227
	27%	27%	27%	34%	28%	28%	26%	30%	22%	24%	23%	34%	29%	25%	16%	35%	36%	32%	26%
The Liberal Democrats	93	44	49	11	15	10	17	16	23	27	23	18	25	21	23	23	11	15	75
	9%	9%	10%	9%	9%	6%	9%	11%	11%	10%	8%	8%	10%	8%	9%	10%	8%	17%	9%
Don't know	184	82	101	22	34	35	26	25	42	34	57	42	51	49	55	43	23	13	163
	18%	17%	20%	18%	20%	21%	15%	17%	19%	13%	20%	19%	21%	18%	21%	18%	16%	15%	19%
Dealing with immigration																			
The Conservatives	347	190	158	39	50	59	68	48	84	111	94	69	73	94	107	68	51	28	299
	34%	38%	31%	32%	29%	35%	38%	32%	38%	41%	34%	32%	31%	34%	40%	29%	36%	32%	34%
Labour	260	128	132	37	51	52	43	37	39	76	58	68	59	64	43	81	42	31	213
	26%	26%	26%	31%	30%	31%	24%	25%	18%	28%	21%	31%	25%	23%	16%	34%	30%	35%	25%
The Liberal Democrats	131	61	70	18	27	17	23	22	24	37	36	32	26	39	37	24	13	18	109
	13%	12%	14%	15%	16%	10%	13%	15%	11%	13%	13%	15%	11%	14%	14%	10%	9%	20%	13%
Don't know	268	115	153	27	43	40	44	42	74	50	90	47	81	76	79	66	36	12	248
	27%	23%	30%	22%	25%	24%	24%	28%	33%	18%	32%	22%	34%	28%	30%	28%	25%	13%	28%

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Table 7

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1006	179	258	55	95	211	442	205	219	134	375	307
Weighted base	1006	187	248	59	97	204	457	218	181	138	357	325
<u>Getting the economy growing and creating jobs</u>												
The Conservatives	419	174	40	15	46	91	192	184	29	44	167	133
	42%	93%	16%	25%	48%	45%	42%	85%	16%	32%	47%	41%
Labour	343	7	195	15	21	42	170	13	126	55	138	136
	34%	4%	79%	25%	22%	20%	37%	6%	70%	40%	39%	42%
The Liberal Democrats	77	1	5	22	9	13	38	4	10	27	26	30
	8%	1%	2%	38%	9%	7%	8%	2%	5%	20%	7%	9%
Don't know	167	4	7	7	21	58	56	17	16	13	27	27
	17%	2%	3%	12%	21%	28%	12%	8%	9%	9%	7%	8%
<u>Cutting the deficit and the debt</u>												
The Conservatives	499	177	71	29	61	101	252	194	52	68	187	183
	50%	95%	29%	49%	63%	50%	55%	89%	29%	49%	52%	56%
Labour	229	1	142	4	11	25	92	3	95	27	105	74
	23%	*	57%	8%	11%	12%	20%	1%	52%	20%	29%	23%
The Liberal Democrats	92	7	16	19	9	13	55	6	13	28	24	47
	9%	4%	6%	32%	9%	7%	12%	3%	7%	20%	7%	15%
Don't know	186	2	18	7	16	64	58	15	20	15	41	21
	18%	1%	7%	12%	16%	31%	13%	7%	11%	11%	11%	7%

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Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Weighted base	1006	187	248	59	97	204	457	218	181	138	357	325
<u>Dealing with crime</u>												
The Conservatives	390	157	53	15	50	62	171	163	27	38	168	130
	39%	84%	21%	25%	52%	30%	37%	75%	15%	27%	47%	40%
Labour	284	5	158	7	18	41	135	8	112	38	118	105
	28%	3%	64%	12%	18%	20%	30%	4%	62%	28%	33%	32%
The Liberal Democrats	100	4	13	29	9	23	57	11	13	41	26	44
	10%	2%	5%	49%	10%	11%	13%	5%	7%	30%	7%	14%
Don't know	231	21	24	9	19	79	93	36	29	21	45	46
	23%	11%	10%	15%	20%	39%	20%	16%	16%	15%	13%	14%
<u>Improving the NHS</u>												
The Conservatives	244	125	14	8	31	36	98	125	8	17	116	73
	24%	67%	6%	14%	32%	18%	21%	58%	4%	12%	33%	22%
Labour	452	34	215	21	30	71	226	42	151	75	172	173
	45%	18%	87%	36%	31%	35%	49%	19%	83%	55%	48%	53%
The Liberal Democrats	109	15	8	25	10	23	58	20	7	30	34	43
	11%	8%	3%	42%	11%	11%	13%	9%	4%	22%	10%	13%
Don't know	201	13	11	5	25	75	76	30	15	15	35	36
	20%	7%	4%	8%	26%	36%	17%	14%	8%	11%	10%	11%

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Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Weighted base	1006	187	248	59	97	204	457	218	181	138	357	325
<u>Steering the economy through difficult times</u>												
The Conservatives	453 45%	176 95%	53 22%	22 38%	55 57%	92 45%	215 47%	195 90%	37 21%	59 43%	174 49%	157 48%
Labour	286 28%	2 1%	172 70%	6 10%	14 15%	38 19%	135 30%	6 3%	112 62%	36 26%	121 34%	104 32%
The Liberal Democrats	90 9%	4 2%	6 2%	26 45%	8 8%	11 5%	47 10%	3 2%	9 5%	32 23%	27 8%	41 13%
Don't know	177 18%	5 3%	16 7%	5 8%	19 20%	63 31%	59 13%	14 6%	23 12%	10 8%	35 10%	24 7%
<u>Improving standards in schools</u>												
The Conservatives	294 29%	136 73%	30 12%	8 13%	42 43%	38 18%	129 28%	153 70%	14 8%	13 9%	129 36%	104 32%
Labour	368 37%	21 11%	192 77%	12 20%	22 22%	59 29%	179 39%	22 10%	131 72%	66 48%	148 41%	133 41%
The Liberal Democrats	138 14%	14 8%	14 6%	30 50%	14 14%	30 15%	77 17%	16 8%	19 11%	43 31%	40 11%	57 18%
Don't know	206 20%	15 8%	12 5%	10 17%	20 20%	78 38%	72 16%	26 12%	17 9%	16 12%	40 11%	31 10%

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Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Weighted base	1006	187	248	59	97	204	457	218	181	138	357	325
<u>Tackling the cost of living</u>												
The Conservatives	299	147	12	15	40	49	125	164	15	24	138	94
	30%	79%	5%	25%	41%	24%	27%	75%	8%	17%	39%	29%
Labour	434	26	221	18	30	61	214	25	141	72	165	171
	43%	14%	89%	31%	31%	30%	47%	12%	78%	52%	46%	53%
The Liberal Democrats	91	8	8	18	12	17	49	11	9	29	27	39
	9%	4%	3%	31%	12%	8%	11%	5%	5%	21%	7%	12%
Don't know	182	6	6	7	15	77	68	17	16	13	28	21
	18%	3%	3%	12%	15%	38%	15%	8%	9%	10%	8%	6%
<u>Introducing practical policies that will work in the long run</u>												
The Conservatives	377	163	35	18	53	61	168	181	22	35	158	131
	37%	87%	14%	30%	55%	30%	37%	83%	12%	25%	44%	40%
Labour	307	2	188	5	18	36	136	11	121	46	134	107
	31%	1%	76%	8%	18%	18%	30%	5%	67%	34%	38%	33%
The Liberal Democrats	104	11	9	27	7	18	68	6	12	37	23	57
	10%	6%	4%	46%	7%	9%	15%	3%	7%	27%	6%	17%
Don't know	217	10	15	10	19	89	85	20	26	20	42	31
	22%	6%	6%	16%	20%	44%	19%	9%	15%	14%	12%	9%

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Table 7

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, or the Liberal Democrats?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Weighted base	1006	187	248	59	97	204	457	218	181	138	357	325
<u>Reforming the welfare system to cut benefit dependency</u>												
The Conservatives	458 45%	161 86%	71 29%	21 36%	48 50%	87 42%	216 47%	172 79%	50 27%	51 37%	174 49%	162 50%
Labour	272 27%	14 8%	147 59%	7 11%	22 22%	28 14%	122 27%	15 7%	103 57%	40 29%	117 33%	99 30%
The Liberal Democrats	93 9%	6 3%	15 6%	24 41%	9 9%	16 8%	50 11%	13 6%	11 6%	34 25%	31 9%	41 13%
Don't know	184 18%	6 3%	15 6%	7 12%	18 19%	74 36%	68 15%	17 8%	18 10%	13 9%	36 10%	24 7%
<u>Dealing with immigration</u>												
The Conservatives	347 34%	146 78%	40 16%	12 21%	40 41%	54 26%	159 35%	149 69%	33 18%	38 28%	147 41%	120 37%
Labour	260 26%	8 4%	153 62%	4 6%	16 16%	29 14%	119 26%	8 4%	102 56%	38 27%	109 31%	96 29%
The Liberal Democrats	131 13%	11 6%	24 10%	34 58%	11 11%	27 13%	82 18%	15 7%	15 8%	43 31%	38 11%	62 19%
Don't know	268 27%	22 12%	31 13%	9 15%	31 32%	95 46%	96 21%	45 21%	32 17%	19 14%	63 18%	47 15%

The Ashcroft National Poll
CATI Fieldwork : 16th - 18th May 2014

Absolutes/col percents

Table 8

Q7. Which of the parties do you think has the best overall approach when it comes to Britain's relationship with the European Union?
Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1006	482	524	84	157	165	188	170	242	339	228	160	279	265	268	247	138	88	870
Weighted base	1006	493	513	120	171	168	178	148	222	273	278	216	239	272	265	239	142	88	869
The Conservative Party	250 25%	120 24%	131 25%	31 26%	29 17%	47 28%	43 24%	37 25%	64 29%	80 29%	69 25%	56 26%	45 19%	71 26%	73 28%	50 21%	33 23%	23 26%	212 24%
The Labour Party	272 27%	135 27%	137 27%	45 37%	57 33%	48 29%	43 24%	38 26%	40 18%	85 31%	70 25%	56 26%	61 26%	72 26%	59 22%	75 31%	36 26%	29 33%	228 26%
The Liberal Democrats	133 13%	72 15%	61 12%	20 16%	23 14%	15 9%	31 17%	17 11%	27 12%	55 20%	25 9%	23 11%	31 13%	35 13%	32 12%	31 13%	21 15%	14 16%	115 13%
The UK Independence Party (UKIP)	214 21%	118 24%	96 19%	13 11%	33 20%	29 17%	38 21%	41 28%	60 27%	31 12%	67 24%	55 26%	60 25%	56 21%	62 24%	52 22%	31 22%	13 15%	193 22%
Don't know	136 14%	49 10%	88 17%	12 10%	28 16%	28 17%	22 13%	15 10%	31 14%	22 8%	47 17%	25 12%	42 17%	37 14%	38 15%	30 13%	21 15%	9 10%	122 14%

The Ashcroft National Poll
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Absolutes/col percents

Table 8

Q7. Which of the parties do you think has the best overall approach when it comes to Britain's relationship with the European Union?

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1006	179	258	55	95	211	442	205	219	134	375	307
Weighted base	1006	187	248	59	97	204	457	218	181	138	357	325
The Conservative Party	250 25%	120 64%	32 13%	6 10%	12 13%	46 23%	113 25%	113 52%	24 13%	17 12%	105 29%	84 26%
The Labour Party	272 27%	12 6%	154 62%	8 14%	9 10%	35 17%	114 25%	11 5%	101 56%	34 25%	116 32%	90 28%
The Liberal Democrats	133 13%	18 10%	24 10%	36 61%	3 3%	24 12%	74 16%	19 9%	18 10%	50 36%	46 13%	58 18%
The UK Independence Party (UKIP)	214 21%	28 15%	30 12%	6 10%	67 70%	39 19%	108 24%	59 27%	29 16%	24 17%	71 20%	80 24%
Don't know	136 14%	9 5%	8 3%	3 5%	5 5%	60 29%	48 10%	16 7%	9 5%	13 9%	19 5%	14 4%

The Ashcroft National Poll
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Absolutes/col percents

Table 9

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
Yes	585 58%	614 61%
No	421 42%	392 39%

The Ashcroft National Poll
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Absolutes/col percents

Table 10
Is the house or flat in which you live...?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
NET: Owners	642 64%	654 65%
Owned outright - without mortgage	314 31%	332 33%
Owned with a mortgage or loan	328 33%	322 32%
NET: Renters	343 34%	334 33%
Rented from the council	104 10%	141 14%
Rented from a housing association	94 9%	72 7%
Rented from someone else	145 14%	121 12%
Rent free	21 2%	18 2%

The Ashcroft National Poll
CATI Fieldwork : 16th - 18th May 2014

Absolutes/col percents

Table 11
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
None	233 23%	211 21%
1	444 44%	423 42%
2	245 24%	282 28%
3+	84 8%	91 9%
Mean	1.28	1.34
Standard deviation	1.55	1.51
Standard error	0.05	0.05

The Ashcroft National Poll
CATI Fieldwork : 16th - 18th May 2014

Absolutes/col percents

Table 12
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1006	1006
Weighted base	1006	1006
NET: Working	588 58%	563 56%
Working full time - working 30 hours per week or more	472 47%	442 44%
Working part time - working between 8 and 29 hours per week	116 12%	121 12%
NET: Not Working	418 42%	443 44%
Not working but seeking work or temporarily unemployed or sick	53 5%	62 6%
Not working and not seeking work/ student	58 6%	83 8%
Retired on a state pension only	135 13%	116 12%
Retired with a private pension	138 14%	138 14%
House person, housewife, househusband, etc.	34 3%	43 4%

The Ashcroft National Poll
CATI Fieldwork : 16th - 18th May 2014

Absolutes/col percents

Table 13
SEG
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
NET: AB	339 34%	269 27%
A	100 10%	81 8%
B	239 24%	188 19%
C1	228 23%	279 28%
C2	160 16%	219 22%
D	115 11%	97 10%
E	164 16%	142 14%
NET: DE	279 28%	239 24%

The Ashcroft National Poll
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Absolutes/col percents

Table 14

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
18-24	84 8%	120 12%
25-34	157 16%	169 17%
35-44	165 16%	169 17%
45-54	188 19%	179 18%
55-64	170 17%	149 15%
65 or older	242 24%	219 22%
Average age	48.98	47.01

The Ashcroft National Poll
CATI Fieldwork : 16th - 18th May 2014

Absolutes/col percents

Table 15
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
Male	482 48%	493 49%
Female	524 52%	513 51%

The Ashcroft National Poll
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Absolutes/col percents

Table 16
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1006	1006
Weighted base	1006	1006
Scotland	88 9%	91 9%
North East	45 4%	40 4%
North West	110 11%	111 11%
Yorkshire & Humberside	92 9%	91 9%
West Midlands	87 9%	91 9%
East Midlands	73 7%	70 7%
Wales	48 5%	50 5%
Eastern	108 11%	101 10%
London	127 13%	131 13%
South East	138 14%	141 14%
South West	90 9%	91 9%

The Ashcroft National Poll
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Absolutes/col percents

Table 17

**Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
 And which party did you vote for in the general election in May 2010?**

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
Conservative	205 20%	218 22%
Labour	219 22%	181 18%
Liberal Democrat	134 13%	138 14%
Another party	69 7%	58 6%
Didn't vote	290 29%	320 32%
Refused	52 5%	53 5%
Don't know	37 4%	37 4%