

The Ashcroft National Poll

CATI Fieldwork : 23rd - 25th 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	1000	469	531	69	160	162	221	185	203	386	217	156	241	264	262	246	138	90	861	
Weighted base	1000	488	512	119	168	168	176	148	221	273	278	213	236	271	261	241	143	84	866	
Absolutely certain to vote	(10)	562 56%	282 58%	280 55%	35 29%	78 47%	84 50%	104 59%	98 66%	163 74%	180 66%	145 52%	109 51%	129 55%	156 57%	139 53%	128 53%	89 62%	51 60%	477 55%
	(9)	55 5%	21 4%	33 6%	6 5%	12 7%	8 4%	8 5%	8 5%	12 5%	12 4%	20 7%	9 4%	13 5%	17 6%	11 4%	10 4%	11 8%	6 7%	47 5%
	(8)	86 9%	40 8%	46 9%	12 10%	16 9%	26 16%	15 8%	7 5%	10 5%	30 11%	27 10%	14 7%	16 7%	21 8%	27 10%	25 11%	8 6%	5 6%	81 9%
	(7)	51 5%	24 5%	27 5%	16 14%	8 5%	10 6%	7 4%	5 3%	6 3%	10 4%	14 5%	8 4%	19 8%	14 5%	15 6%	19 8%	* *	2 3%	49 6%
	(6)	22 2%	13 3%	9 2%	2 1%	6 4%	4 3%	1 1%	4 3%	4 2%	5 2%	9 3%	2 1%	5 2%	4 2%	3 1%	6 2%	6 5%	2 3%	16 2%
	(5)	65 6%	36 7%	28 6%	11 9%	18 11%	6 4%	10 6%	10 6%	10 5%	8 3%	17 6%	22 10%	17 7%	21 8%	21 8%	8 3%	8 5%	7 8%	54 6%
	(4)	11 1%	4 1%	7 1%	3 3%	3 2%	1 *	1 1%	1 1%	3 1%	2 1%	4 1%	3 1%	3 1%	4 2%	4 1%	3 1%	- -	- -	11 1%
	(3)	22 2%	12 3%	10 2%	2 2%	6 3%	7 4%	3 2%	3 2%	1 *	4 2%	4 2%	10 5%	4 2%	5 2%	5 2%	10 4%	2 1%	* 1%	22 2%
	(2)	10 1%	5 1%	5 1%	2 2%	3 2%	- -	2 1%	- -	2 1%	2 1%	2 2%	4 2%	1 *	2 1%	1 1%	2 1%	4 3%	1 1%	6 1%
Definitely would not vote	(1)	113 11%	50 10%	64 12%	27 23%	18 11%	22 13%	24 14%	11 8%	10 4%	19 7%	35 13%	32 15%	27 11%	28 10%	33 12%	30 12%	14 10%	9 11%	100 12%
Refused		1 *	- -	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	- -	- -	1 *
Don't know		1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *
Mean		7.88	7.94	7.83	6.23	7.46	7.66	7.87	8.42	8.91	8.54	7.75	7.24	7.84	8.00	7.71	7.71	8.16	8.07	7.84
Standard deviation		3.11	3.05	3.17	3.52	3.15	3.18	3.27	2.78	2.35	2.66	3.15	3.47	3.08	3.02	3.17	3.19	3.06	3.09	3.12
Standard error		0.10	0.14	0.14	0.43	0.25	0.25	0.22	0.20	0.17	0.14	0.21	0.28	0.20	0.19	0.20	0.20	0.26	0.33	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		1000	181	239	41	133	178	437	228	237	116	381	336
Weighted base		1000	191	231	47	127	175	440	232	193	147	371	340
Absolutely certain to vote	(10)	562 56%	134 70%	138 60%	32 67%	85 66%	102 58%	229 52%	175 76%	146 76%	90 61%	272 73%	188 55%
	(9)	55 5%	11 6%	14 6%	7 15%	5 4%	9 5%	36 8%	12 5%	10 5%	16 11%	16 4%	30 9%
	(8)	86 9%	23 12%	22 10%	6 12%	11 8%	18 10%	57 13%	24 10%	16 8%	14 9%	26 7%	43 13%
	(7)	51 5%	12 6%	18 8%	1 3%	5 4%	10 6%	31 7%	8 3%	7 4%	5 4%	17 5%	25 7%
	(6)	22 2%	2 1%	7 3%	- -	2 2%	7 4%	18 4%	5 2%	1 *	5 3%	5 1%	10 3%
	(5)	65 6%	5 2%	24 10%	- -	12 9%	14 8%	37 9%	3 1%	7 4%	11 7%	24 7%	26 8%
	(4)	11 1%	- -	2 1%	1 2%	2 2%	4 2%	9 2%	- -	- -	1 1%	2 *	6 2%
	(3)	22 2%	5 3%	3 1%	- -	6 5%	8 5%	14 3%	2 1%	1 *	3 2%	7 2%	7 2%
	(2)	10 1%	- -	5 2%	1 2%	- -	1 *	7 2%	- -	1 *	1 1%	3 1%	6 2%
Definitely would not vote	(1)	113 11%	- -	- -	- -	- -	- -	- -	2 1%	6 3%	1 1%	- -	- -
Refused		1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Don't know		1 *	- -	- -	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -
Mean		7.88	9.17	8.59	9.26	8.70	8.50	8.38	9.35	9.18	8.81	9.08	8.56
Standard deviation		3.11	1.58	2.10	1.53	2.16	2.20	2.18	1.46	1.91	1.98	1.83	2.08
Standard error		0.10	0.12	0.14	0.24	0.19	0.17	0.10	0.10	0.12	0.18	0.09	0.11

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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	1000	469	531	69	160	162	221	185	203	386	217	156	241	264	262	246	138	90	861
Weighted base	1000	488	512	119	168	168	176	148	221	273	278	213	236	271	261	241	143	84	866
Conservative	191 19%	93 19%	98 19%	23 20%	27 16%	25 15%	23 13%	30 20%	62 28%	66 24%	60 21%	34 16%	31 13%	46 17%	66 25%	35 14%	33 23%	11 13%	172 20%
Labour	231 23%	106 22%	125 25%	32 27%	53 32%	32 19%	36 21%	35 24%	44 20%	54 20%	72 26%	47 22%	57 24%	67 25%	55 21%	61 25%	26 18%	22 26%	195 23%
Liberal Democrat	47 5%	25 5%	22 4%	4 3%	11 7%	3 2%	5 3%	13 9%	12 5%	18 7%	14 5%	4 2%	11 5%	14 5%	10 4%	9 4%	13 9%	1 2%	44 5%
SNP	16 2%	9 2%	8 1%	1 1%	1 1%	2 1%	6 3%	2 1%	5 2%	2 1%	4 1%	5 2%	5 2%	-	-	-	-	16 19%	-
Plaid Cymru	4 *	3 1%	1 *	-	-	3 2%	* *	1 *	1 *	2 1%	-	-	3 1%	-	-	-	4 3%	-	-
The UK Independence Party	127 13%	75 15%	53 10%	2 1%	15 9%	21 12%	32 18%	26 18%	32 15%	34 13%	23 8%	36 17%	34 14%	37 14%	37 14%	38 16%	14 10%	1 2%	121 14%
The Green Party	55 5%	26 5%	29 6%	3 2%	17 10%	13 8%	11 6%	7 5%	4 2%	18 7%	17 6%	8 4%	12 5%	15 6%	11 4%	16 7%	10 7%	3 3%	50 6%
The British National Party	14 1%	7 1%	7 1%	3 2%	2 1%	2 1%	4 2%	1 *	2 1%	2 1%	4 1%	5 2%	3 1%	4 1%	5 2%	3 1%	1 1%	-	14 2%
Another party	25 3%	14 3%	11 2%	3 3%	1 1%	10 6%	4 2%	1 1%	6 3%	5 2%	8 3%	7 3%	6 2%	6 2%	2 1%	2 1%	9 6%	7 8%	12 1%
Would not vote	113 11%	50 10%	64 12%	27 23%	18 11%	22 13%	24 14%	11 8%	10 4%	19 7%	35 13%	32 15%	27 11%	28 10%	33 12%	30 12%	14 10%	9 11%	100 12%
Refused	75 8%	38 8%	38 7%	7 6%	9 5%	14 8%	12 7%	10 7%	23 10%	23 8%	13 5%	17 8%	22 9%	16 6%	18 7%	24 10%	11 8%	6 7%	66 8%
Don't know	100 10%	43 9%	57 11%	14 12%	14 8%	22 13%	18 10%	12 8%	20 9%	29 11%	28 10%	18 8%	25 10%	38 14%	24 9%	24 10%	7 5%	8 9%	90 10%

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	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	1000	181	239	41	133	178	437	228	237	116	381	336
Weighted base	1000	191	231	47	127	175	440	232	193	147	371	340
Conservative	191 19%	191 100%	-	-	-	-	88 20%	142 61%	7 4%	12 8%	104 28%	88 26%
Labour	231 23%	-	231 100%	-	-	-	96 22%	11 5%	122 63%	30 20%	135 36%	96 28%
Liberal Democrat	47 5%	-	-	47 100%	-	-	28 6%	2 1%	-	36 25%	19 5%	28 8%
SNP	16 2%	-	-	-	-	-	9 2%	1 *	1 *	-	7 2%	9 3%
Plaid Cymru	4 *	-	-	-	-	-	3 1%	3 1%	-	-	1 *	3 1%
The UK Independence Party	127 13%	-	-	-	127 100%	-	59 13%	35 15%	24 13%	13 9%	68 18%	59 17%
The Green Party	55 5%	-	-	-	-	-	33 7%	7 3%	3 2%	21 14%	22 6%	33 10%
The British National Party	14 1%	-	-	-	-	-	9 2%	-	4 2%	1 *	5 1%	9 3%
Another party	25 3%	-	-	-	-	-	15 4%	5 2%	3 1%	9 6%	10 3%	15 5%
Would not vote	113 11%	-	-	-	-	-	-	2 1%	6 3%	1 1%	-	-
Refused	75 8%	-	-	-	-	75 43%	-	11 5%	7 4%	3 2%	-	-
Don't know	100 10%	-	-	-	-	100 57%	100 23%	13 5%	16 8%	21 14%	-	-

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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	543	261	281	25	86	76	117	114	125	227	120	73	123	140	139	127	82	54	457
Weighted base	522	259	262	41	84	79	93	89	135	162	146	98	116	140	134	120	82	46	447
Conservative	150 29%	75 29%	75 29%	18 43%	19 23%	18 23%	18 19%	24 27%	53 39%	55 34%	45 31%	27 27%	24 20%	38 27%	50 37%	28 23%	26 32%	8 18%	135 30%
Labour	161 31%	72 28%	89 34%	17 41%	35 41%	23 29%	25 27%	28 31%	33 24%	42 26%	49 33%	30 30%	40 35%	46 33%	38 28%	44 36%	18 22%	15 33%	136 30%
Liberal Democrat	38 7%	20 8%	18 7%	2 5%	9 11%	2 3%	4 5%	11 12%	10 7%	14 8%	12 8%	3 3%	9 8%	10 8%	9 7%	8 6%	11 13%	* 1%	36 8%
SNP	14 3%	8 3%	6 2%	* 1%	1 1%	2 2%	5 5%	1 2%	5 4%	2 1%	4 2%	4 4%	5 4%	- -	- -	- -	- -	14 30%	- -
Plaid Cymru	3 1%	2 1%	1 *	- -	- -	1 2%	* *	1 1%	1 *	2 1%	- -	- -	1 1%	- -	- -	- -	3 3%	- -	- -
The UK Independence Party	91 17%	52 20%	39 15%	1 3%	6 8%	13 16%	25 27%	20 23%	25 18%	28 17%	16 11%	24 25%	22 19%	28 20%	25 18%	27 22%	12 14%	* *	87 19%
The Green Party	38 7%	17 7%	21 8%	1 3%	10 12%	10 13%	9 9%	4 4%	3 2%	14 9%	11 8%	3 3%	9 8%	10 7%	9 7%	10 9%	7 8%	2 5%	34 8%
The British National Party	9 2%	4 2%	5 2%	1 2%	2 2%	1 1%	3 3%	* *	2 2%	1 1%	2 2%	4 4%	2 2%	3 2%	3 2%	2 2%	1 1%	- -	9 2%
Another party	18 4%	10 4%	8 3%	1 2%	1 1%	8 11%	3 3%	1 1%	4 3%	4 3%	7 5%	4 4%	3 3%	5 4%	2 1%	2 1%	4 5%	6 12%	11 2%

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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 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	543	144	176	33	99	-	241	170	165	74	302	241
Weighted base	522	150	161	38	91	-	236	170	133	94	285	236
Conservative	150	150	-	-	-	-	67	117	6	10	83	67
	29%	100%	-	-	-	-	28%	69%	4%	11%	29%	28%
Labour	161	-	161	-	-	-	61	8	100	22	100	61
	31%	-	100%	-	-	-	26%	5%	75%	24%	35%	26%
Liberal Democrat	38	-	-	38	-	-	22	2	-	30	16	22
	7%	-	-	100%	-	-	9%	1%	-	32%	6%	9%
SNP	14	-	-	-	-	-	7	1	*	-	7	7
	3%	-	-	-	-	-	3%	*	*	-	2%	3%
Plaid Cymru	3	-	-	-	-	-	2	2	-	-	1	2
	1%	-	-	-	-	-	1%	1%	-	-	*	1%
The UK Independence Party	91	-	-	-	91	-	40	30	18	10	51	40
	17%	-	-	-	100%	-	17%	18%	13%	10%	18%	17%
The Green Party	38	-	-	-	-	-	22	6	3	15	15	22
	7%	-	-	-	-	-	9%	3%	2%	16%	5%	9%
The British National Party	9	-	-	-	-	-	6	-	3	*	3	6
	2%	-	-	-	-	-	3%	-	3%	*	1%	3%
Another party	18	-	-	-	-	-	10	4	2	6	9	10
	4%	-	-	-	-	-	4%	3%	2%	7%	3%	4%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	29%
Labour	31%
Liberal Democrat/ Liberal	8%
Scottish National Party/SNP	3%
Plaid Cymru	1%
The UK Independence Party	17%
Other	12%

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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	717	347	370	40	124	104	151	142	156	281	163	105	168	185	186	171	105	70	608
Weighted base	711	358	353	70	128	110	121	115	169	201	202	146	163	190	187	163	111	61	609
Will definitely vote that way	371 52%	203 57%	168 48%	31 44%	69 54%	48 43%	55 45%	66 58%	104 61%	100 50%	91 45%	82 56%	99 61%	102 54%	96 51%	85 52%	58 53%	30 49%	324 53%
Might end up voting differently	340 48%	155 43%	185 52%	39 56%	59 46%	62 57%	66 55%	49 42%	65 39%	101 50%	111 55%	65 44%	63 39%	88 46%	91 49%	78 48%	53 47%	31 51%	285 47%

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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	717	181	239	41	133	-	336	204	202	95	381	336
Weighted base	711	191	231	47	127	-	340	206	164	122	371	340
Will definitely vote that way	371	104	135	19	68	-	-	108	104	49	371	-
	52%	54%	58%	41%	54%	-	-	52%	63%	40%	100%	-
Might end up voting differently	340	88	96	28	59	-	340	98	61	73	-	340
	48%	46%	42%	59%	46%	-	100%	48%	37%	60%	-	100%

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Table 6

Q5. Would you say you are moving towards or away from...**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	1000	469	531	69	160	162	221	185	203	386	217	156	241	264	262	246	138	90	861
Weighted base	1000	488	512	119	168	168	176	148	221	273	278	213	236	271	261	241	143	84	866
<u>Labour</u>																			
Towards	230	109	121	26	58	35	40	35	37	54	69	48	59	71	48	67	25	19	198
	23%	22%	24%	22%	34%	21%	23%	23%	17%	20%	25%	22%	25%	26%	18%	28%	17%	23%	23%
Away from	486	246	240	49	60	84	91	74	127	128	125	116	116	129	131	109	75	41	422
	49%	50%	47%	41%	36%	50%	52%	50%	58%	47%	45%	54%	49%	48%	50%	45%	53%	48%	49%
Neither	284	134	151	44	50	50	45	39	57	90	84	50	61	72	82	64	42	24	246
	28%	27%	29%	37%	30%	30%	26%	26%	26%	33%	30%	23%	26%	26%	31%	27%	30%	29%	28%
<u>The Conservatives</u>																			
Towards	187	94	93	31	23	26	24	23	59	49	56	35	46	55	60	32	30	10	169
	19%	19%	18%	26%	14%	16%	13%	15%	27%	18%	20%	16%	20%	20%	23%	13%	21%	11%	20%
Away from	537	269	268	44	89	90	115	90	110	138	141	126	132	144	132	133	75	52	455
	54%	55%	52%	37%	53%	53%	65%	61%	50%	51%	51%	59%	56%	53%	51%	55%	53%	62%	53%
Neither	276	125	151	44	55	52	38	36	52	86	81	52	57	73	69	75	37	22	242
	28%	26%	30%	37%	33%	31%	21%	24%	23%	32%	29%	24%	24%	27%	27%	31%	26%	26%	28%

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Table 6

Q5. Would you say you are moving towards or away from...**Base: All respondents**

	Gender		Age						Class				Region						
	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	NET: Eng-land
Weighted base	1000	488	512	119	168	168	176	148	221	273	278	213	236	271	261	241	143	84	866
<u>The Liberal Democrats</u>																			
Towards	84	34	50	10	16	16	14	13	15	18	26	15	25	31	19	20	11	3	80
	8%	7%	10%	9%	9%	9%	8%	9%	7%	7%	9%	7%	11%	11%	7%	8%	8%	3%	9%
Away from	594	309	285	56	96	98	115	91	137	161	162	128	143	160	155	142	82	55	506
	59%	63%	56%	48%	57%	58%	65%	61%	62%	59%	58%	60%	61%	59%	59%	59%	57%	65%	58%
Neither	323	146	177	52	56	54	47	45	69	94	90	70	68	80	87	78	50	27	279
	32%	30%	35%	44%	33%	32%	27%	30%	31%	34%	33%	33%	29%	30%	33%	32%	35%	32%	32%
<u>UKIP</u>																			
Towards	300	166	133	17	35	42	72	48	86	72	64	91	73	89	73	80	45	12	268
	30%	34%	26%	15%	21%	25%	41%	33%	39%	26%	23%	43%	31%	33%	28%	33%	32%	14%	31%
Away from	412	188	225	66	74	74	65	64	69	122	127	66	96	109	115	85	61	43	349
	41%	38%	44%	55%	44%	44%	37%	43%	31%	45%	46%	31%	41%	40%	44%	35%	43%	51%	40%
Neither	288	134	154	36	59	52	40	36	67	79	86	57	66	74	73	76	36	30	249
	29%	28%	30%	30%	35%	31%	22%	24%	30%	29%	31%	27%	28%	27%	28%	31%	25%	35%	29%

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Absolutes/col percents

Table 6

Q5. Would you say you are moving towards or away from...**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	1000	181	239	41	133	178	437	228	237	116	381	336
Weighted base	1000	191	231	47	127	175	440	232	193	147	371	340
Labour												
Towards	230 23%	5 3%	155 67%	8 16%	11 9%	23 13%	98 22%	16 7%	94 48%	39 26%	115 31%	83 24%
Away from	486 49%	153 80%	29 13%	24 51%	101 80%	70 40%	233 53%	182 79%	56 29%	75 51%	192 52%	184 54%
Neither	284 28%	33 17%	47 20%	16 33%	15 12%	83 47%	109 25%	34 14%	43 22%	33 23%	65 17%	74 22%
The Conservatives												
Towards	187 19%	120 63%	18 8%	12 26%	7 5%	14 8%	78 18%	107 46%	16 8%	22 15%	97 26%	70 20%
Away from	537 54%	30 16%	171 74%	25 52%	106 83%	79 45%	257 58%	80 34%	146 75%	102 70%	211 57%	202 59%
Neither	276 28%	41 21%	42 18%	10 22%	15 12%	83 47%	106 24%	46 20%	31 16%	23 16%	64 17%	69 20%

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Absolutes/col percents

Table 6

Q5. Would you say you are moving towards or away from...**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	1000	191	231	47	127	175	440	232	193	147	371	340
<u>The Liberal Democrats</u>												
Towards	84 8%	14 7%	13 6%	27 58%	2 1%	14 8%	43 10%	17 7%	8 4%	27 18%	28 8%	34 10%
Away from	594 59%	124 65%	151 65%	11 22%	108 85%	83 47%	279 63%	156 67%	139 72%	93 63%	246 66%	224 66%
Neither	323 32%	54 28%	67 29%	10 20%	18 14%	79 45%	118 27%	59 25%	46 24%	27 18%	98 26%	82 24%
<u>UKIP</u>												
Towards	300 30%	50 26%	29 13%	5 10%	121 95%	44 25%	150 34%	97 42%	51 26%	33 23%	112 30%	124 36%
Away from	412 41%	101 53%	138 60%	35 73%	2 2%	48 28%	195 44%	91 39%	98 51%	84 57%	176 47%	159 47%
Neither	288 29%	40 21%	64 28%	8 18%	4 3%	83 47%	95 22%	45 19%	44 23%	30 20%	84 23%	57 17%

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Absolutes/col percents

Table 7

Q6. Thinking about the state of Britain's economy and the amount the government spends and borrows, which of these statements comes closest to your view even if you don't completely agree with any of them?

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	1000	469	531	69	160	162	221	185	203	386	217	156	241	264	262	246	138	90	861
Weighted base	1000	488	512	119	168	168	176	148	221	273	278	213	236	271	261	241	143	84	866
The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years	406 41%	202 41%	205 40%	50 42%	64 38%	68 41%	64 37%	60 40%	100 45%	137 50%	106 38%	90 42%	74 31%	107 39%	105 40%	98 41%	62 44%	34 40%	353 41%
While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending	255 25%	116 24%	138 27%	28 23%	44 26%	45 27%	49 28%	34 23%	55 25%	65 24%	77 28%	42 20%	70 30%	64 24%	74 28%	56 23%	37 26%	24 28%	219 25%
Austerity and cuts in government spending were never really needed to fix the national economy, it was just used as an excuse to cut public services	339 34%	170 35%	169 33%	42 35%	60 36%	55 33%	63 36%	54 37%	65 30%	71 26%	95 34%	81 38%	92 39%	100 37%	83 32%	86 36%	43 30%	27 32%	294 34%

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Absolutes/col percents

Table 7

Q6. Thinking about the state of Britain's economy and the amount the government spends and borrows, which of these statements comes closest to your view even if you don't completely agree with any of them?

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	1000	181	239	41	133	178	437	228	237	116	381	336
Weighted base	1000	191	231	47	127	175	440	232	193	147	371	340
The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years	406 41%	133 69%	50 22%	27 58%	47 37%	72 41%	166 38%	135 58%	50 26%	58 40%	163 44%	131 38%
While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending	255 25%	52 27%	70 30%	10 21%	28 22%	45 26%	139 32%	64 27%	57 29%	42 29%	84 23%	108 32%
Austerity and cuts in government spending were never really needed to fix the national economy, it was just used as an excuse to cut public services	339 34%	7 4%	111 48%	10 21%	52 41%	58 33%	134 30%	34 15%	87 45%	47 32%	125 34%	101 30%

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Absolutes/col percents

Table 8

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Yes	623 62%	610 61%
No	377 38%	390 39%

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Absolutes/col percents

Table 9
Is the house or flat in which you live...?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: Owners	669 67%	650 65%
Owned outright - without mortgage	317 32%	330 33%
Owned with a mortgage or loan	352 35%	320 32%
NET: Renters	302 30%	321 32%
Rented from the council	101 10%	140 14%
Rented from a housing association	86 9%	73 7%
Rented from someone else	115 12%	108 11%
Rent free	29 3%	29 3%

The Ashcroft National Poll
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Absolutes/col percents

Table 10
How many cars are there in your household?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
None	190 19%	210 21%
1	407 41%	420 42%
2	280 28%	280 28%
3+	123 12%	90 9%
Mean	1.48	1.37
Standard deviation	2.26	1.98
Standard error	0.07	0.06

The Ashcroft National Poll
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Absolutes/col percents

Table 11
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: Working	640 64%	560 56%
Working full time - working 30 hours per week or more	528 53%	440 44%
Working part time - working between 8 and 29 hours per week	112 11%	120 12%
NET: Not Working	360 36%	440 44%
Not working but seeking work or temporarily unemployed or sick	63 6%	91 9%
Not working and not seeking work/ student	31 3%	53 5%
Retired on a state pension only	102 10%	105 11%
Retired with a private pension	136 14%	158 16%
House person, housewife, househusband, etc.	28 3%	33 3%

The Ashcroft National Poll
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Absolutes/col percents

Table 12
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: AB	386 39%	267 27%
A	122 12%	88 9%
B	264 26%	180 18%
C1	217 22%	277 28%
C2	156 16%	218 22%
D	103 10%	88 9%
E	138 14%	149 15%
NET: DE	241 24%	238 24%

The Ashcroft National Poll
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Absolutes/col percents

Table 13

Age
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	69 7%	119 12%
25-34	160 16%	168 17%
35-44	162 16%	168 17%
45-54	221 22%	178 18%
55-64	185 19%	148 15%
65 or older	203 20%	218 22%
Average age	48.72	47.01

The Ashcroft National Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	469 47%	490 49%
Female	531 53%	510 51%

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Absolutes/col percents

Table 15
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
Scotland	90 9%	90 9%
North East	43 4%	40 4%
North West	110 11%	110 11%
Yorkshire & Humberside	93 9%	90 9%
West Midlands	87 9%	90 9%
East Midlands	73 7%	70 7%
Wales	49 5%	50 5%
Eastern	102 10%	100 10%
London	131 13%	130 13%
South East	133 13%	140 14%
South West	89 9%	90 9%

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Absolutes/col percents

Table 16

**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	1000	1000
Weighted base	1000	1000
Conservative	228 23%	232 23%
Labour	237 24%	193 19%
Liberal Democrat	116 12%	147 15%
Another party	79 8%	62 6%
Didn't vote	257 26%	287 29%
Refused	50 5%	46 5%
Don't know	33 3%	33 3%