

## The Ashcroft National Poll

### CATI Fieldwork : 30th May - 1st June 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	481	519	98	157	164	207	170	204	362	215	165	258	269	256	246	138	91	862	
Weighted base	1000	488	512	120	171	169	176	150	214	274	277	215	234	269	260	238	145	87	864	
Absolutely certain to vote	(10)	539 54%	282 58%	257 50%	37 31%	67 39%	88 52%	96 55%	108 72%	142 66%	172 63%	152 55%	102 47%	114 49%	151 56%	132 51%	111 47%	86 59%	58 67%	453 52%
	(9)	77 8%	40 8%	36 7%	10 8%	11 6%	17 10%	14 8%	5 3%	20 9%	13 5%	23 8%	23 11%	18 8%	10 4%	21 8%	25 11%	16 11%	4 5%	68 8%
	(8)	62 6%	29 6%	34 7%	12 10%	15 9%	12 7%	7 4%	8 5%	8 4%	20 7%	15 5%	12 5%	16 7%	25 9%	11 4%	14 6%	9 6%	2 3%	55 6%
	(7)	46 5%	15 3%	31 6%	9 7%	13 7%	11 6%	7 4%	3 2%	4 2%	15 5%	6 2%	13 6%	11 5%	10 4%	14 6%	14 6%	4 3%	4 5%	40 5%
	(6)	21 2%	9 2%	12 2%	4 3%	7 4%	1 *	3 2%	- -	6 3%	7 2%	6 2%	1 *	8 3%	7 3%	6 2%	6 2%	1 1%	1 2%	19 2%
	(5)	76 8%	37 8%	39 8%	11 9%	25 14%	9 6%	14 8%	8 5%	9 4%	19 7%	28 10%	12 6%	17 7%	15 6%	25 9%	22 9%	11 8%	3 4%	68 8%
	(4)	14 1%	5 1%	9 2%	6 5%	2 1%	1 1%	4 2%	1 1%	- -	4 1%	7 3%	- -	3 1%	6 2%	4 1%	4 2%	- -	- -	14 2%
	(3)	23 2%	10 2%	13 3%	8 7%	5 3%	4 2%	4 2%	2 1%	1 *	4 1%	8 3%	8 4%	3 1%	3 1%	4 2%	10 4%	3 2%	3 3%	21 2%
	(2)	14 1%	5 1%	9 2%	5 4%	4 2%	3 2%	1 1%	- -	- -	4 1%	1 *	8 4%	1 *	1 1%	5 2%	4 2%	- -	3 3%	11 1%
Definitely would not vote	(1)	126 13%	55 11%	71 14%	19 16%	23 13%	22 13%	25 14%	14 9%	23 11%	18 7%	32 11%	35 16%	41 18%	39 15%	37 14%	27 12%	15 10%	7 8%	114 13%
Don't know		3 *	2 *	1 *	- -	- -	- -	1 *	1 1%	1 1%	- -	- -	1 1%	2 1%	1 *	- -	1 1%	- -	1 1%	2 *
Mean		7.70	7.95	7.46	6.40	6.99	7.73	7.62	8.56	8.46	8.32	7.73	7.28	7.33	7.69	7.47	7.47	8.18	8.27	7.62
Standard deviation		3.24	3.13	3.32	3.40	3.24	3.26	3.35	2.87	2.90	2.75	3.19	3.52	3.45	3.31	3.34	3.22	2.99	3.05	3.27
Standard error		0.10	0.14	0.15	0.34	0.26	0.25	0.23	0.22	0.20	0.14	0.22	0.27	0.22	0.20	0.21	0.21	0.25	0.32	0.11

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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**

		Voting Intention					Swing	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1000	164	250	40	141	176	456	204	203	103	358	349
Weighted base		1000	161	235	46	144	173	455	199	166	126	350	351
Absolutely certain to vote	(10)	539	115	161	26	82	84	234	145	126	87	256	199
		54%	72%	69%	56%	57%	49%	51%	73%	76%	69%	73%	57%
	(9)	77	16	17	7	17	10	41	17	11	22	30	37
		8%	10%	7%	16%	12%	6%	9%	9%	7%	17%	8%	11%
	(8)	62	13	23	1	7	12	39	10	11	4	20	30
		6%	8%	10%	2%	5%	7%	9%	5%	6%	3%	6%	9%
	(7)	46	3	8	1	13	12	29	9	7	3	16	18
		5%	2%	3%	2%	9%	7%	6%	5%	4%	2%	5%	5%
	(6)	21	3	5	1	3	5	13	4	1	3	7	9
		2%	2%	2%	2%	2%	3%	3%	2%	1%	2%	2%	3%
	(5)	76	6	12	5	15	28	59	10	7	3	11	37
		8%	4%	5%	10%	10%	16%	13%	5%	4%	3%	3%	11%
	(4)	14	2	2	2	3	3	10	-	-	-	4	6
		1%	1%	1%	3%	2%	2%	2%	-	-	-	1%	2%
	(3)	23	3	4	3	4	8	15	1	2	2	6	10
		2%	2%	2%	6%	3%	5%	3%	*	1%	2%	2%	3%
	(2)	14	-	2	1	-	8	12	-	-	-	1	4
		1%	-	1%	2%	-	5%	3%	-	-	-	*	1%
Definitely would not vote	(1)	126	-	-	-	-	-	-	2	2	2	-	-
		13%	-	-	-	-	-	-	1%	1%	2%	-	-
Don't know		3	-	-	-	-	3	3	-	-	-	-	-
		*	-	-	-	-	2%	1%	-	-	-	-	-
Mean		7.70	9.22	9.03	8.34	8.59	7.82	8.19	9.21	9.27	9.21	9.23	8.53
Standard deviation		3.24	1.60	1.80	2.51	2.05	2.63	2.38	1.64	1.66	1.77	1.62	2.15
Standard error		0.10	0.12	0.11	0.40	0.17	0.20	0.11	0.12	0.12	0.17	0.09	0.12

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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	481	519	98	157	164	207	170	204	362	215	165	258	269	256	246	138	91	862
Weighted base	1000	488	512	120	171	169	176	150	214	274	277	215	234	269	260	238	145	87	864
Conservative	161 16%	75 15%	86 17%	9 8%	26 15%	16 10%	31 18%	27 18%	51 24%	60 22%	49 18%	24 11%	28 12%	46 17%	44 17%	34 14%	27 19%	9 11%	146 17%
Labour	235 24%	117 24%	118 23%	28 23%	48 28%	46 27%	35 20%	35 23%	44 21%	66 24%	65 23%	48 22%	57 24%	68 25%	52 20%	60 25%	29 20%	26 30%	194 22%
Liberal Democrat	46 5%	25 5%	22 4%	9 7%	4 2%	13 7%	8 4%	8 5%	6 3%	16 6%	9 3%	15 7%	7 3%	16 6%	5 2%	13 5%	11 7%	2 2%	45 5%
SNP	19 2%	10 2%	9 2%	5 4%	3 2%	1 1%	3 2%	5 3%	3 1%	4 1%	7 3%	7 3%	1 1%	-	-	-	-	19 22%	-
Plaid Cymru	6 1%	4 1%	2 *	-	1 1%	3 1%	1 *	-	2 1%	4 1%	1 *	-	1 1%	-	-	-	6 4%	-	-
The UK Independence Party	144 14%	85 17%	58 11%	11 9%	20 12%	25 15%	25 14%	29 19%	34 16%	30 11%	33 12%	42 20%	39 17%	37 14%	54 21%	34 14%	15 11%	3 3%	137 16%
The Green Party	51 5%	24 5%	27 5%	18 15%	13 8%	5 3%	6 4%	6 4%	3 1%	14 5%	26 9%	5 2%	6 3%	15 6%	9 3%	16 7%	9 6%	2 3%	47 5%
The British National Party	6 1%	4 1%	1 *	-	1 1%	-	2 1%	2 2%	1 *	-	3 1%	1 *	2 1%	-	4 2%	1 *	-	1 1%	5 1%
Another party	33 3%	16 3%	17 3%	4 4%	6 4%	5 3%	8 5%	3 2%	6 3%	12 4%	5 2%	6 3%	10 4%	5 2%	11 4%	8 3%	4 2%	5 5%	28 3%
Would not vote	126 13%	55 11%	71 14%	19 16%	23 13%	22 13%	25 14%	14 9%	23 11%	18 7%	32 11%	35 16%	41 18%	39 15%	37 14%	27 12%	15 10%	7 8%	114 13%
Refused	68 7%	36 7%	32 6%	5 4%	6 3%	14 8%	10 6%	13 9%	20 9%	20 7%	18 7%	18 8%	12 5%	18 7%	19 7%	15 6%	13 9%	3 3%	60 7%
Don't know	105 10%	38 8%	67 13%	13 11%	21 12%	19 11%	23 13%	8 5%	22 10%	33 12%	29 10%	14 6%	29 12%	25 9%	25 10%	29 12%	16 11%	10 11%	88 10%

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

**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	164	250	40	141	176	456	204	203	103	358	349
Weighted base	1000	161	235	46	144	173	455	199	166	126	350	351
Conservative	161 16%	161 100%	-	-	-	-	79 17%	114 58%	5 3%	12 9%	82 23%	79 22%
Labour	235 24%	-	235 100%	-	-	-	89 20%	7 3%	120 72%	36 29%	146 42%	89 25%
Liberal Democrat	46 5%	-	-	46 100%	-	-	31 7%	2 1%	-	24 19%	16 5%	31 9%
SNP	19 2%	-	-	-	-	-	9 2%	1 1%	3 2%	2 2%	11 3%	9 2%
Plaid Cymru	6 1%	-	-	-	-	-	5 1%	-	1 1%	3 2%	1 *	5 1%
The UK Independence Party	144 14%	-	-	-	144 100%	-	76 17%	43 22%	16 10%	12 9%	68 19%	76 22%
The Green Party	51 5%	-	-	-	-	-	34 8%	3 1%	6 4%	12 10%	17 5%	34 10%
The British National Party	6 1%	-	-	-	-	-	2 1%	1 *	2 1%	-	3 1%	2 1%
Another party	33 3%	-	-	-	-	-	26 6%	7 3%	1 1%	7 5%	6 2%	26 7%
Would not vote	126 13%	-	-	-	-	-	-	2 1%	2 1%	2 2%	-	-
Refused	68 7%	-	-	-	-	68 40%	-	4 2%	3 2%	-	-	-
Don't know	105 10%	-	-	-	-	105 60%	105 23%	15 7%	7 4%	16 13%	-	-

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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	527	269	258	40	73	81	107	107	119	204	109	86	128	143	129	120	80	56	444
Weighted base	519	270	249	49	79	85	89	95	124	156	143	108	112	139	129	115	82	54	439
Conservative	127	63	64	5	19	13	25	23	44	48	37	20	22	36	36	24	23	8	115
	25%	23%	26%	10%	24%	15%	28%	24%	35%	31%	26%	18%	20%	26%	28%	21%	28%	15%	26%
Labour	180	91	88	18	32	36	26	30	37	49	48	38	45	53	40	43	24	20	147
	35%	34%	36%	38%	41%	42%	29%	32%	30%	32%	33%	35%	40%	38%	31%	38%	29%	37%	34%
Liberal Democrat	31	15	17	2	2	9	7	7	5	13	4	11	3	11	1	8	10	2	30
	6%	5%	7%	4%	3%	10%	8%	7%	4%	8%	3%	11%	3%	8%	1%	7%	12%	3%	7%
SNP	16	8	7	4	1	1	3	5	2	3	6	6	1	-	-	-	-	16	-
	3%	3%	3%	8%	1%	1%	3%	5%	2%	2%	4%	5%	1%	-	-	-	-	29%	-
Plaid Cymru	5	3	2	-	1	2	*	-	2	3	1	-	1	-	-	-	5	-	-
	1%	1%	1%	-	1%	2%	*	-	1%	2%	1%	-	1%	-	-	-	6%	-	-
The UK Independence Party	100	60	40	4	12	18	16	23	26	21	21	28	29	26	34	25	12	3	94
	19%	22%	16%	8%	16%	21%	19%	24%	21%	14%	15%	26%	26%	19%	27%	21%	15%	5%	21%
The Green Party	34	14	19	12	7	3	4	5	2	10	20	1	3	9	7	9	7	2	31
	7%	5%	8%	25%	9%	4%	5%	5%	2%	7%	14%	1%	3%	7%	5%	8%	8%	3%	7%
The British National Party	4	4	*	-	1	-	1	1	1	-	2	1	2	-	3	1	-	1	3
	1%	1%	*	-	1%	-	2%	1%	*	-	1%	1%	1%	-	2%	1%	-	1%	1%
Another party	23	12	11	3	3	4	6	2	5	9	4	4	7	3	8	6	3	4	19
	4%	4%	4%	6%	4%	5%	7%	2%	4%	6%	3%	3%	6%	2%	6%	5%	3%	7%	4%

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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 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	527	130	191	27	99	-	244	147	156	73	283	244
Weighted base	519	127	180	31	100	-	242	144	126	89	277	242
Conservative	127	127	-	-	-	-	62	97	4	10	65	62
	25%	100%	-	-	-	-	26%	67%	4%	11%	24%	26%
Labour	180	-	180	-	-	-	60	5	97	31	120	60
	35%	-	100%	-	-	-	25%	3%	77%	34%	43%	25%
Liberal Democrat	31	-	-	31	-	-	20	1	-	20	11	20
	6%	-	-	100%	-	-	8%	1%	-	22%	4%	8%
SNP	16	-	-	-	-	-	7	*	2	2	9	7
	3%	-	-	-	-	-	3%	*	2%	2%	3%	3%
Plaid Cymru	5	-	-	-	-	-	4	-	1	2	1	4
	1%	-	-	-	-	-	1%	-	1%	3%	*	1%
The UK Independence Party	100	-	-	-	100	-	49	33	14	8	51	49
	19%	-	-	-	100%	-	20%	23%	11%	9%	18%	20%
The Green Party	34	-	-	-	-	-	21	2	4	10	13	21
	7%	-	-	-	-	-	9%	1%	3%	11%	5%	9%
The British National Party	4	-	-	-	-	-	1	1	1	-	3	1
	1%	-	-	-	-	-	*	1%	1%	-	1%	*
Another party	23	-	-	-	-	-	19	5	1	6	4	19
	4%	-	-	-	-	-	8%	4%	1%	7%	2%	8%

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Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	25%
Labour	34%
Liberal Democrat/ Liberal	6%
Scottish National Party/SNP	3%
Plaid Cymru	1%
The UK Independence Party	19%
Other	11%

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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	707	354	353	68	114	110	141	129	145	267	152	118	170	191	179	170	98	69	606
Weighted base	701	359	342	83	122	114	118	115	150	204	198	148	151	187	180	166	101	67	602
Will definitely vote that way	350 50%	188 52%	162 48%	30 37%	50 41%	60 52%	56 47%	60 53%	94 63%	97 48%	100 50%	74 50%	79 52%	96 52%	79 44%	91 55%	46 46%	38 56%	295 49%
Might end up voting differently	351 50%	171 48%	179 52%	53 63%	72 59%	54 48%	62 53%	54 47%	55 37%	106 52%	98 50%	75 50%	72 48%	90 48%	101 56%	75 45%	55 54%	30 44%	307 51%



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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	707	164	250	40	141	-	349	181	190	88	358	349
Weighted base	701	161	235	46	144	-	351	178	154	108	350	351
Will definitely vote that way	350 50%	82 51%	146 62%	16 34%	68 47%	-	-	94 53%	103 67%	43 40%	350 100%	-
Might end up voting differently	351 50%	79 49%	89 38%	31 66%	76 53%	-	351 100%	83 47%	51 33%	65 60%	-	351 100%

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Table 6

**Q5. Thinking about all the things that may affect the British economy how do you think it will fare over the next year for ...**

**-The country as a whole**

**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	
Unweighted base	1000	481	519	98	157	164	207	170	204	362	215	165	258	269	256	246	138	91	862	
Weighted base	1000	488	512	120	171	169	176	150	214	274	277	215	234	269	260	238	145	87	864	
NET: Well	584	319	265	80	106	87	94	88	129	179	158	122	125	162	148	140	80	54	508	
	58%	65%	52%	67%	62%	51%	54%	59%	60%	65%	57%	57%	54%	60%	57%	59%	55%	62%	59%	
Very well	(4)	41	24	16	8	7	9	4	6	6	9	8	11	13	17	9	8	3	3	38
		4%	5%	3%	6%	4%	5%	2%	4%	3%	3%	3%	5%	6%	6%	4%	3%	2%	3%	4%
Quite well	(3)	544	294	249	72	99	78	90	82	123	170	150	111	112	145	138	132	76	52	471
		54%	60%	49%	60%	58%	46%	51%	55%	57%	62%	54%	52%	48%	54%	53%	55%	53%	59%	54%
Quite badly	(2)	296	121	174	30	51	55	60	44	56	77	88	60	71	71	77	71	51	25	247
		30%	25%	34%	25%	30%	33%	34%	29%	26%	28%	32%	28%	30%	26%	30%	30%	35%	29%	29%
Very badly	(1)	75	32	43	5	10	17	15	13	16	9	18	21	27	19	26	15	8	7	66
		7%	7%	8%	4%	6%	10%	9%	8%	7%	3%	7%	10%	11%	7%	10%	6%	6%	8%	8%
NET: Badly		370	153	217	35	60	72	76	56	71	86	106	81	97	89	103	86	60	32	313
		37%	31%	42%	29%	35%	43%	43%	38%	33%	31%	38%	38%	42%	33%	40%	36%	41%	37%	36%
Don't know		46	16	30	5	5	10	6	6	13	10	13	12	11	18	9	12	6	1	43
		5%	3%	6%	4%	3%	6%	4%	4%	6%	4%	5%	6%	5%	7%	4%	5%	4%	1%	5%
Mean		2.58	2.66	2.49	2.72	2.62	2.50	2.49	2.56	2.60	2.68	2.56	2.55	2.50	2.64	2.52	2.59	2.54	2.58	2.59
Standard deviation		0.70	0.68	0.70	0.65	0.66	0.76	0.70	0.71	0.68	0.59	0.67	0.75	0.78	0.72	0.73	0.67	0.65	0.69	0.70
Standard error		0.02	0.03	0.03	0.07	0.05	0.06	0.05	0.06	0.05	0.03	0.05	0.06	0.05	0.05	0.05	0.04	0.06	0.07	0.02

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 6

**Q5. Thinking about all the things that may affect the British economy how do you think it will fare over the next year for ...**

**-The country as a whole**

**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	164	250	40	141	176	456	204	203	103	358	349	
Weighted base	1000	161	235	46	144	173	455	199	166	126	350	351	
NET: Well	584	138	141	32	84	91	271	159	98	71	227	219	
	58%	86%	60%	70%	58%	52%	59%	80%	59%	56%	65%	63%	
Very well	(4)	41	14	13	2	4	6	18	12	8	2	19	14
		4%	9%	6%	5%	3%	3%	4%	6%	5%	1%	5%	4%
Quite well	(3)	544	124	128	30	80	85	252	148	90	70	208	205
		54%	77%	54%	65%	56%	49%	55%	74%	55%	55%	59%	58%
Quite badly	(2)	296	17	75	7	43	54	140	31	51	45	91	102
		30%	11%	32%	15%	30%	31%	31%	16%	31%	36%	26%	29%
Very badly	(1)	75	1	14	4	14	10	25	6	11	5	25	20
		7%	1%	6%	8%	10%	6%	5%	3%	7%	4%	7%	6%
NET: Badly		370	18	88	11	57	64	165	37	62	49	117	122
		37%	11%	38%	24%	40%	37%	36%	19%	38%	39%	33%	35%
Don't know		46	4	6	3	3	18	19	2	5	5	7	10
		5%	3%	3%	7%	2%	11%	4%	1%	3%	4%	2%	3%
Mean		2.58	2.97	2.61	2.71	2.52	2.56	2.61	2.84	2.59	2.56	2.64	2.63
Standard deviation		0.70	0.48	0.69	0.70	0.71	0.67	0.66	0.56	0.70	0.60	0.70	0.66
Standard error		0.02	0.04	0.04	0.12	0.06	0.05	0.03	0.04	0.05	0.06	0.04	0.04

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 7

**Q5. Thinking about all the things that may affect the British economy how do you think it will fare over the next year for ...**

**-You and your family**

**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	481	519	98	157	164	207	170	204	362	215	165	258	269	256	246	138	91	862	
Weighted base	1000	488	512	120	171	169	176	150	214	274	277	215	234	269	260	238	145	87	864	
NET: Well	643	353	290	88	121	106	101	87	139	194	188	140	121	189	157	145	93	59	554	
	64%	72%	57%	73%	71%	63%	57%	58%	65%	71%	68%	65%	52%	70%	60%	61%	64%	67%	64%	
Very well	(4)	58	36	22	5	16	13	11	3	11	18	13	15	13	19	15	12	9	3	53
		6%	7%	4%	4%	9%	8%	6%	2%	5%	6%	5%	7%	5%	7%	6%	5%	6%	4%	6%
Quite well	(3)	585	317	268	83	106	94	91	84	128	176	175	125	108	170	143	133	84	55	501
		58%	65%	52%	69%	62%	55%	51%	56%	60%	64%	63%	58%	46%	63%	55%	56%	58%	63%	58%
Quite badly	(2)	256	92	164	24	39	47	52	49	45	59	69	52	76	56	74	68	40	18	227
		26%	19%	32%	20%	23%	28%	30%	33%	21%	22%	25%	24%	33%	21%	29%	29%	27%	20%	26%
Very badly	(1)	65	26	39	4	7	14	17	9	14	10	15	14	26	14	20	16	8	8	52
		6%	5%	8%	3%	4%	8%	10%	6%	7%	4%	6%	7%	11%	5%	8%	7%	6%	9%	6%
NET: Badly		321	118	203	27	45	61	70	59	60	69	85	66	102	70	94	84	48	25	279
		32%	24%	40%	23%	26%	36%	40%	39%	28%	25%	31%	31%	44%	26%	36%	35%	33%	29%	32%
Don't know		36	17	19	5	5	2	5	4	15	11	4	10	11	11	8	9	4	3	31
		4%	4%	4%	4%	3%	1%	3%	2%	7%	4%	2%	4%	5%	4%	3%	4%	3%	4%	4%
Mean		2.66	2.77	2.55	2.77	2.78	2.63	2.55	2.55	2.68	2.77	2.68	2.68	2.49	2.75	2.60	2.62	2.67	2.65	2.67
Standard deviation		0.69	0.66	0.70	0.57	0.66	0.74	0.76	0.65	0.69	0.62	0.65	0.71	0.77	0.67	0.72	0.69	0.68	0.71	0.69
Standard error		0.02	0.03	0.03	0.06	0.05	0.06	0.05	0.05	0.03	0.04	0.06	0.05	0.04	0.05	0.04	0.06	0.08	0.02	

## The Ashcroft National Poll

### CATI Fieldwork : 30th May - 1st June 2014

Absolutes/col percents

Table 7

**Q5. Thinking about all the things that may affect the British economy how do you think it will fare over the next year for ...**

**-You and your family**

**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	164	250	40	141	176	456	204	203	103	358	349
Weighted base	1000	161	235	46	144	173	455	199	166	126	350	351
NET: Well	643	139	156	33	88	99	296	153	112	81	245	241
	64%	86%	66%	71%	61%	57%	65%	77%	68%	64%	70%	69%
Very well	(4) 58	11	16	5	6	10	26	11	16	6	24	19
	6%	7%	7%	11%	4%	6%	6%	6%	9%	5%	7%	5%
Quite well	(3) 585	127	140	28	82	88	270	142	96	75	221	222
	58%	79%	60%	60%	57%	51%	59%	71%	58%	60%	63%	63%
Quite badly	(2) 256	19	56	11	38	56	127	37	40	34	73	87
	26%	12%	24%	24%	26%	32%	28%	19%	24%	27%	21%	25%
Very badly	(1) 65	1	18	2	15	3	19	6	12	9	27	17
	6%	1%	8%	5%	11%	1%	4%	3%	7%	7%	8%	5%
NET: Badly	321	20	74	13	53	59	146	43	52	43	101	104
	32%	12%	31%	29%	37%	34%	32%	21%	31%	34%	29%	30%
Don't know	36	3	5	-	3	16	14	3	2	2	5	6
	4%	2%	2%	-	2%	9%	3%	2%	1%	2%	1%	2%
Mean	2.66	2.94	2.67	2.77	2.56	2.68	2.69	2.81	2.70	2.63	2.70	2.70
Standard deviation	0.69	0.46	0.72	0.70	0.74	0.62	0.65	0.57	0.74	0.69	0.71	0.64
Standard error	0.02	0.04	0.05	0.11	0.06	0.05	0.03	0.04	0.05	0.07	0.04	0.03

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 8

**Q6. Thinking back to the time of the last general election, in 2010, would you say the country as a whole is / you and your family are better off now than in 2010, or worse off, or about the same?**

**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
Unweighted base	1000	481	519	98	157	164	207	170	204	362	215	165	258	269	256	246	138	91	862
Weighted base	1000	488	512	120	171	169	176	150	214	274	277	215	234	269	260	238	145	87	864
<b><u>The country as a whole</u></b>																			
Better off now than in 2010	240 24%	145 30%	95 19%	35 29%	49 29%	38 23%	33 19%	28 19%	56 26%	80 29%	69 25%	48 23%	42 18%	75 28%	62 24%	52 22%	36 25%	15 17%	218 25%
Worse off now than in 2010	434 43%	173 35%	261 51%	42 35%	61 36%	86 51%	90 51%	75 50%	79 37%	111 40%	131 47%	80 37%	112 48%	95 35%	116 45%	119 50%	63 43%	40 46%	370 43%
No better or worse off	315 32%	165 34%	150 29%	38 32%	58 34%	44 26%	51 29%	46 31%	77 36%	82 30%	70 25%	86 40%	77 33%	93 35%	80 31%	67 28%	45 31%	30 34%	266 31%
Don't know	11 1%	5 1%	6 1%	4 4%	2 1%	1 1%	1 1%	1 *	1 *	1 *	7 2%	- -	4 2%	6 2%	2 1%	- -	1 1%	2 2%	9 1%
<b><u>You and your family</u></b>																			
Better off now than in 2010	201 20%	123 25%	78 15%	32 27%	50 29%	33 20%	34 19%	17 11%	35 16%	69 25%	53 19%	48 22%	31 13%	71 26%	47 18%	40 17%	29 20%	14 16%	182 21%
Worse off now than in 2010	356 36%	155 32%	201 39%	29 24%	53 31%	75 44%	77 44%	65 43%	57 27%	92 33%	106 38%	58 27%	100 43%	78 29%	99 38%	91 38%	58 40%	31 35%	303 35%
No better or worse off	437 44%	205 42%	231 45%	58 49%	65 38%	60 35%	64 36%	68 46%	121 57%	113 41%	116 42%	108 50%	100 43%	115 43%	114 44%	106 45%	58 40%	43 49%	372 43%
Don't know	7 1%	5 1%	2 *	1 1%	3 2%	1 1%	* *	- -	1 *	* *	3 1%	1 1%	3 1%	5 2%	- -	1 *	* *	- -	7 1%

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 8

**Q6. Thinking back to the time of the last general election, in 2010, would you say the country as a whole is / you and your family are better off now than in 2010, or worse off, or about the same?**

**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	164	250	40	141	176	456	204	203	103	358	349
Weighted base	1000	161	235	46	144	173	455	199	166	126	350	351
<b><u>The country as a whole</u></b>												
Better off now than in 2010	240 24%	80 50%	38 16%	16 34%	32 22%	39 23%	118 26%	85 43%	21 13%	32 26%	84 24%	103 29%
Worse off now than in 2010	434 43%	31 19%	124 53%	21 46%	70 49%	73 42%	200 44%	53 27%	89 54%	62 49%	158 45%	150 43%
No better or worse off	315 32%	48 30%	72 31%	9 20%	42 29%	60 34%	132 29%	60 30%	54 33%	31 24%	106 30%	95 27%
Don't know	11 1%	2 1%	1 *	- -	- -	1 1%	5 1%	1 1%	1 *	1 1%	2 1%	4 1%
<b><u>You and your family</u></b>												
Better off now than in 2010	201 20%	61 38%	39 16%	12 26%	21 15%	30 17%	93 20%	52 26%	27 16%	34 27%	76 22%	75 21%
Worse off now than in 2010	356 36%	25 16%	93 40%	16 35%	67 47%	56 33%	163 36%	47 24%	64 38%	49 39%	125 36%	127 36%
No better or worse off	437 44%	75 47%	102 43%	18 40%	54 37%	86 50%	198 44%	100 50%	74 45%	43 34%	148 42%	147 42%
Don't know	7 1%	- -	1 1%	- -	1 1%	* *	1 *	- -	1 1%	- -	1 *	1 *

## The Ashcroft National Poll

### CATI Fieldwork : 30th May - 1st June 2014

Absolutes/col percents

Table 9

**Q7. Imagine that since 2010 we had had a Labour government, rather than a coalition between the Conservatives and the Liberal Democrats. Do you think the country as a whole / you and your family would be better off than it is now if we had had a Labour government since 2010?**

**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	481	519	98	157	164	207	170	204	362	215	165	258	269	256	246	138	91	862
Weighted base	1000	488	512	120	171	169	176	150	214	274	277	215	234	269	260	238	145	87	864
<b><u>The country as a whole</u></b>																			
We would be better off now if we had had a Labour government since 2010	240 24%	122 25%	118 23%	48 40%	47 27%	44 26%	36 20%	27 18%	39 18%	54 20%	73 26%	52 24%	61 26%	59 22%	52 20%	62 26%	41 28%	26 29%	194 22%
We would be worse off now if we had had a Labour government since 2010	344 34%	177 36%	167 33%	26 21%	50 29%	57 33%	60 34%	54 36%	98 46%	112 41%	95 34%	73 34%	64 27%	98 36%	105 40%	77 32%	50 34%	14 16%	318 37%
We would be no better or worse off	359 36%	164 34%	195 38%	37 30%	62 36%	62 36%	73 41%	57 38%	69 32%	97 35%	91 33%	72 34%	99 42%	99 37%	91 35%	84 35%	44 30%	41 47%	305 35%
Don't know	57 6%	25 5%	32 6%	10 8%	12 7%	7 4%	8 5%	12 8%	8 4%	12 4%	18 6%	18 8%	10 4%	13 5%	13 5%	15 6%	10 7%	6 7%	47 5%
<b><u>You and your family</u></b>																			
We would be better off now if we had had a Labour government since 2010	245 25%	129 26%	116 23%	47 39%	49 28%	48 28%	41 23%	29 20%	31 15%	60 22%	72 26%	56 26%	58 25%	66 24%	47 18%	65 27%	42 29%	27 30%	203 23%
We would be worse off now if we had had a Labour government since 2010	311 31%	155 32%	155 30%	20 17%	43 25%	57 34%	50 29%	48 32%	92 43%	98 36%	86 31%	59 27%	68 29%	84 31%	95 37%	70 29%	45 31%	17 19%	286 33%
We would be no better or worse off	396 40%	180 37%	216 42%	49 41%	67 39%	60 35%	76 43%	60 40%	84 39%	107 39%	104 38%	92 43%	92 39%	103 38%	110 42%	98 41%	50 34%	36 42%	339 39%
Don't know	48 5%	24 5%	24 5%	4 3%	12 7%	4 3%	9 5%	12 8%	6 3%	9 3%	15 5%	8 4%	16 7%	17 6%	8 3%	6 3%	9 7%	7 8%	37 4%



## The Ashcroft National Poll

### CATI Fieldwork : 30th May - 1st June 2014

Absolutes/col percents

Table 9

**Q7. Imagine that since 2010 we had had a Labour government, rather than a coalition between the Conservatives and the Liberal Democrats. Do you think the country as a whole / you and your family would be better off than it is now if we had had a Labour government since 2010?**

**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	164	250	40	141	176	456	204	203	103	358	349
Weighted base	1000	161	235	46	144	173	455	199	166	126	350	351
<b><u>The country as a whole</u></b>												
We would be better off now if we had had a Labour government since 2010	240 24%	6 4%	126 53%	15 33%	20 14%	26 15%	110 24%	8 4%	75 45%	39 31%	107 31%	89 25%
We would be worse off now if we had had a Labour government since 2010	344 34%	127 79%	15 6%	17 36%	67 47%	59 34%	150 33%	152 76%	15 9%	44 35%	131 38%	124 35%
We would be no better or worse off	359 36%	23 14%	86 37%	13 29%	53 37%	63 36%	167 37%	37 19%	68 41%	40 32%	102 29%	124 35%
Don't know	57 6%	5 3%	9 4%	1 2%	3 2%	25 15%	29 6%	2 1%	7 4%	4 3%	9 3%	15 4%
<b><u>You and your family</u></b>												
We would be better off now if we had had a Labour government since 2010	245 25%	9 6%	127 54%	14 29%	22 15%	30 17%	105 23%	10 5%	79 48%	38 30%	118 34%	82 23%
We would be worse off now if we had had a Labour government since 2010	311 31%	118 73%	11 5%	15 33%	62 43%	50 29%	134 29%	134 68%	10 6%	39 31%	118 34%	113 32%
We would be no better or worse off	396 40%	27 17%	93 39%	16 33%	56 39%	72 42%	191 42%	52 26%	74 44%	47 38%	107 31%	143 41%
Don't know	48 5%	6 4%	5 2%	2 4%	4 3%	21 12%	25 6%	2 1%	4 2%	2 2%	7 2%	13 4%

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 10  
**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	617 62%	610 61%
No	383 38%	390 39%

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 11  
**Is the house or flat in which you live...?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
NET: Owners	672 67%	650 65%
Owned outright - without mortgage	304 30%	330 33%
Owned with a mortgage or loan	368 37%	320 32%
NET: Renters	313 31%	337 34%
Rented from the council	101 10%	140 14%
Rented from a housing association	77 8%	69 7%
Rented from someone else	135 14%	127 13%
Rent free	15 2%	14 1%

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 12  
**How many cars are there in your household?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
None	185 19%	210 21%
1	418 42%	420 42%
2	292 29%	280 28%
3+	105 11%	90 9%
Mean	1.38	1.31
Standard deviation	1.18	1.20
Standard error	0.04	0.04

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 13  
**Current working status**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
NET: Working	605 61%	560 56%
Working full time - working 30 hours per week or more	486 49%	440 44%
Working part time - working between 8 and 29 hours per week	119 12%	120 12%
NET: Not Working	395 40%	440 44%
Not working but seeking work or temporarily unemployed or sick	67 7%	72 7%
Not working and not seeking work/ student	62 6%	76 8%
Retired on a state pension only	98 10%	100 10%
Retired with a private pension	134 13%	153 15%
House person, housewife, househusband, etc.	34 3%	39 4%

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 14  
**SEG**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
NET: AB	362 36%	267 27%
A	118 12%	87 9%
B	244 24%	180 18%
C1	215 22%	277 28%
C2	165 17%	218 22%
D	108 11%	90 9%
E	150 15%	147 15%
NET: DE	258 26%	238 24%

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 15

**Age****Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	98 10%	119 12%
25-34	157 16%	168 17%
35-44	164 16%	168 17%
45-54	207 21%	178 18%
55-64	170 17%	148 15%
65 or older	204 20%	218 22%
Average age	47.81	47.02

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 16  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	481 48%	490 49%
Female	519 52%	510 51%



**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 17  
**Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Scotland	91 9%	90 9%
North East	45 5%	40 4%
North West	111 11%	110 11%
Yorkshire & Humberside	90 9%	90 9%
West Midlands	86 9%	90 9%
East Midlands	71 7%	70 7%
Wales	47 5%	50 5%
Eastern	99 10%	100 10%
London	129 13%	130 13%
South East	140 14%	140 14%
South West	91 9%	90 9%

**The Ashcroft National Poll**  
**CATI Fieldwork : 30th May - 1st June 2014**

Absolutes/col percents

Table 18

**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	204 20%	199 20%
Labour	203 20%	166 17%
Liberal Democrat	103 10%	126 13%
Another party	55 6%	53 5%
Didn't vote	318 32%	344 34%
Refused	57 6%	56 6%
Don't know	60 6%	56 6%