

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th 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						
	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	1003	476	527	111	154	158	197	179	204	347	205	168	283	251	261	253	147	91	856	
Weighted base	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871	
Absolutely certain to vote	(10)	539	255	284	38	65	104	108	88	136	168	151	107	114	143	137	122	84	54	455
		54%	52%	55%	32%	39%	61%	60%	59%	63%	62%	53%	50%	49%	52%	52%	51%	59%	64%	52%
	(9)	42	25	16	9	13	3	3	4	9	11	10	10	10	23	6	7	3	4	37
		4%	5%	3%	8%	8%	2%	2%	3%	4%	4%	4%	5%	4%	8%	2%	3%	2%	5%	4%
	(8)	96	48	48	17	13	10	22	13	20	20	35	26	14	19	35	26	9	6	87
		10%	10%	9%	14%	8%	6%	12%	9%	9%	7%	12%	12%	6%	7%	13%	11%	6%	7%	10%
	(7)	35	20	15	7	10	6	4	2	7	13	12	4	6	11	8	8	6	2	33
		3%	4%	3%	6%	6%	3%	2%	1%	3%	5%	4%	2%	3%	4%	3%	3%	4%	2%	4%
	(6)	35	16	20	5	11	6	6	5	3	8	9	12	7	12	8	8	4	3	31
		4%	3%	4%	4%	6%	4%	3%	3%	1%	3%	3%	6%	3%	4%	3%	3%	3%	4%	4%
	(5)	83	39	44	15	19	9	10	13	17	19	26	16	23	20	32	18	12	3	76
		8%	8%	9%	13%	11%	5%	5%	9%	8%	7%	9%	7%	10%	7%	12%	7%	8%	3%	9%
	(4)	7	4	3	*	2	1	1	1	3	2	1	1	3	2	2	3	1	-	6
		1%	1%	1%	*	1%	*	1%	*	1%	1%	*	*	1%	1%	1%	1%	1%	-	1%
	(3)	19	9	11	8	6	4	-	2	-	5	4	9	1	3	3	9	4	-	18
		2%	2%	2%	7%	3%	2%	-	1%	-	2%	1%	4%	*	1%	1%	4%	3%	-	2%
	(2)	10	5	5	2	4	1	1	*	1	3	2	1	5	3	2	3	1	2	8
		1%	1%	1%	2%	2%	1%	*	*	1%	1%	1%	*	2%	1%	1%	1%	1%	2%	1%
Definitely would not vote	(1)	131	65	66	16	25	26	24	20	20	34	28	49	36	33	34	17	10	116	
		13%	13%	13%	13%	15%	15%	13%	13%	9%	8%	12%	13%	21%	13%	12%	14%	12%	13%	
Refused		1	-	1	-	1	-	1	-	1	-	-	1	1	-	-	-	-	1	
		*	-	*	-	*	-	*	-	*	-	-	*	1%	-	-	-	-	*	
Don't know		3	2	1	-	-	-	1	1	1	3	-	-	1	1	-	2	1	3	
		*	*	*	-	-	-	1%	1%	1%	1%	-	-	*	*	-	1%	*	*	
Mean		7.66	7.64	7.69	6.76	6.92	7.74	7.98	7.86	8.27	8.26	7.77	7.53	6.97	7.71	7.61	7.43	7.78	8.15	7.59
Standard deviation		3.23	3.22	3.23	3.23	3.34	3.39	3.15	3.22	2.88	2.82	3.10	3.22	3.67	3.22	3.15	3.35	3.23	3.16	3.24
Standard error		0.10	0.15	0.14	0.31	0.27	0.27	0.23	0.24	0.20	0.15	0.22	0.25	0.22	0.20	0.19	0.21	0.27	0.33	0.11

## The Ashcroft National Poll CATI Fieldwork : 6th - 8th 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**

		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		1003	154	235	46	107	219	454	186	200	96	339	309
Weighted base		1003	166	212	52	109	223	474	202	168	128	326	323
Absolutely certain to vote	(10)	539	124	132	32	81	105	242	157	118	89	245	189
		54%	75%	62%	61%	75%	47%	51%	78%	70%	70%	75%	58%
	(9)	42	6	12	*	2	18	22	3	10	4	16	8
		4%	3%	6%	1%	2%	8%	5%	2%	6%	3%	5%	2%
	(8)	96	18	23	7	11	26	60	18	18	11	30	40
		10%	11%	11%	13%	10%	12%	13%	9%	11%	9%	9%	12%
	(7)	35	5	9	3	3	9	25	6	2	4	8	18
		3%	3%	4%	6%	3%	4%	5%	3%	1%	3%	3%	6%
	(6)	35	2	12	3	2	8	27	1	2	2	7	21
		4%	1%	6%	6%	2%	4%	6%	1%	1%	2%	2%	6%
	(5)	83	6	16	6	5	44	66	9	12	7	12	28
		8%	3%	8%	12%	5%	20%	14%	5%	7%	6%	4%	9%
	(4)	7	1	*	-	2	3	6	2	1	1	1	3
		1%	1%	*	-	1%	1%	1%	1%	*	1%	*	1%
	(3)	19	2	5	-	1	4	16	-	2	4	4	12
		2%	1%	3%	-	1%	2%	3%	-	1%	3%	1%	4%
	(2)	10	3	3	1	1	3	8	1	-	1	2	6
		1%	2%	1%	2%	1%	1%	2%	*	-	1%	1%	2%
Definitely would not vote	(1)	131	-	-	-	-	-	-	2	3	5	-	-
		13%	-	-	-	-	-	-	1%	2%	4%	-	-
Refused		1	-	-	-	-	1	-	-	-	-	-	-
		*	-	-	-	-	1%	-	-	-	-	-	-
Don't know		3	-	-	-	-	3	3	2	-	-	-	-
		*	-	-	-	-	1%	1%	1%	-	-	-	-
Mean		7.66	9.19	8.71	8.60	9.10	8.13	8.17	9.26	9.02	8.70	9.26	8.43
Standard deviation		3.23	1.71	2.03	2.02	1.83	2.25	2.29	1.72	1.95	2.46	1.58	2.22
Standard error		0.10	0.14	0.13	0.30	0.18	0.15	0.11	0.13	0.14	0.25	0.09	0.13

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

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	1003	476	527	111	154	158	197	179	204	347	205	168	283	251	261	253	147	91	856
Weighted base	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Conservative	166 17%	88 18%	77 15%	11 9%	20 12%	25 15%	35 19%	23 16%	51 24%	53 20%	59 21%	29 13%	24 10%	54 20%	51 19%	31 13%	26 18%	4 5%	154 18%
Labour	212 21%	110 22%	103 20%	35 29%	39 23%	43 25%	38 21%	29 20%	29 13%	69 25%	38 13%	60 28%	46 20%	62 23%	49 19%	63 26%	21 15%	16 19%	188 22%
Liberal Democrat	52 5%	23 5%	29 6%	4 4%	12 7%	6 3%	7 4%	13 9%	10 5%	16 6%	18 6%	11 5%	7 3%	14 5%	15 5%	9 4%	11 8%	4 5%	45 5%
SNP	20 2%	9 2%	11 2%	* *	1 1%	2 1%	8 4%	2 2%	5 2%	7 2%	6 2%	4 2%	3 1%	- -	- -	- -	- -	20 23%	- -
Plaid Cymru	7 1%	2 *	5 1%	2 1%	1 1%	1 *	- -	2 2%	2 1%	- *	1 *	3 1%	3 1%	- -	- -	- -	7 5%	- -	- -
The UK Independence Party	109 11%	62 13%	46 9%	7 6%	10 6%	21 12%	21 12%	16 10%	34 15%	25 9%	21 7%	29 13%	33 14%	30 11%	33 13%	28 12%	16 11%	3 3%	98 11%
The Green Party	53 5%	29 6%	24 5%	12 10%	13 8%	14 8%	5 3%	4 3%	5 2%	17 6%	23 8%	8 4%	5 2%	13 5%	6 2%	18 8%	12 8%	3 4%	46 5%
The British National Party	6 1%	6 1%	- -	- -	1 *	5 3%	* *	* *	- -	* *	3 1%	1 *	2 1%	- -	5 2%	1 *	- -	- -	6 1%
Another party	24 2%	6 1%	18 3%	4 3%	8 5%	3 2%	2 1%	4 3%	3 1%	6 2%	10 3%	5 2%	3 1%	4 1%	9 3%	2 1%	5 4%	4 5%	20 2%
Would not vote	131 13%	65 13%	66 13%	16 13%	25 15%	26 15%	24 13%	20 13%	20 9%	20 8%	34 12%	28 13%	49 21%	36 13%	33 12%	34 14%	17 12%	10 12%	116 13%
Refused	72 7%	30 6%	42 8%	5 4%	9 5%	6 3%	6 3%	18 12%	29 13%	15 6%	14 5%	15 7%	29 12%	19 7%	16 6%	13 6%	10 7%	14 17%	55 6%
Don't know	151 15%	58 12%	93 18%	23 19%	29 17%	19 11%	34 19%	17 11%	30 14%	43 16%	56 20%	24 11%	29 12%	42 15%	47 18%	40 17%	18 12%	5 6%	142 16%

## The Ashcroft National Poll CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 2

**Q.2 If there was a general election tomorrow, which party would you vote for?****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	1003	154	235	46	107	219	454	186	200	96	339	309
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Conservative	166	166	-	-	-	-	73	118	3	11	93	73
	17%	100%	-	-	-	-	15%	59%	2%	9%	29%	22%
Labour	212	-	212	-	-	-	92	3	120	18	121	92
	21%	-	100%	-	-	-	19%	1%	71%	14%	37%	28%
Liberal Democrat	52	-	-	52	-	-	34	4	1	28	18	34
	5%	-	-	100%	-	-	7%	2%	1%	22%	6%	11%
SNP	20	-	-	-	-	-	7	-	2	1	13	7
	2%	-	-	-	-	-	1%	-	1%	*	4%	2%
Plaid Cymru	7	-	-	-	-	-	7	-	-	1	1	7
	1%	-	-	-	-	-	1%	-	-	1%	*	2%
The UK Independence Party	109	-	-	-	109	-	55	35	13	12	54	55
	11%	-	-	-	100%	-	12%	18%	8%	9%	17%	17%
The Green Party	53	-	-	-	-	-	34	4	4	14	19	34
	5%	-	-	-	-	-	7%	2%	2%	11%	6%	11%
The British National Party	6	-	-	-	-	-	3	-	*	2	3	3
	1%	-	-	-	-	-	1%	-	*	1%	1%	1%
Another party	24	-	-	-	-	-	19	2	2	7	5	19
	2%	-	-	-	-	-	4%	1%	1%	6%	1%	6%
Would not vote	131	-	-	-	-	-	-	2	3	5	-	-
	13%	-	-	-	-	-	-	1%	2%	4%	-	-
Refused	72	-	-	-	-	72	-	7	3	3	-	-
	7%	-	-	-	-	32%	-	4%	2%	2%	-	-
Don't know	151	-	-	-	-	151	151	26	17	26	-	-
	15%	-	-	-	-	68%	32%	13%	10%	21%	-	-

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

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	474	237	237	41	61	84	99	87	101	180	102	79	113	115	117	117	77	48	393
Weighted base	477	244	233	46	65	92	92	73	109	144	138	103	92	130	122	110	73	43	407
Conservative	131 27%	69 28%	61 26%	8 18%	12 18%	21 23%	29 32%	19 27%	41 37%	42 29%	49 35%	22 21%	18 19%	41 32%	41 33%	25 23%	20 28%	3 8%	122 30%
Labour	152 32%	78 32%	74 32%	19 41%	25 38%	35 38%	29 31%	22 30%	22 20%	49 34%	31 23%	41 40%	31 33%	45 35%	33 27%	44 40%	17 23%	13 31%	133 33%
Liberal Democrat	36 8%	15 6%	21 9%	3 6%	5 8%	4 5%	6 6%	10 13%	9 8%	12 8%	12 9%	7 7%	5 6%	10 7%	10 8%	7 6%	7 9%	3 7%	31 8%
SNP	15 3%	6 3%	9 4%	* 1%	1 1%	1 1%	7 8%	2 3%	3 3%	6 4%	4 3%	4 4%	2 2%	- -	- -	- -	- -	15 35%	- -
Plaid Cymru	5 1%	1 *	5 2%	1 3%	1 2%	1 1%	- -	2 3%	* *	- -	1 1%	1 1%	3 3%	- -	- -	- -	5 7%	- -	- -
The UK Independence Party	84 18%	47 19%	37 16%	6 12%	6 10%	16 17%	17 18%	12 16%	28 26%	19 13%	16 12%	22 22%	27 29%	22 17%	25 21%	21 19%	13 18%	2 5%	76 19%
The Green Party	34 7%	18 7%	16 7%	6 14%	9 14%	10 11%	3 3%	2 3%	3 3%	12 8%	16 12%	2 2%	4 4%	8 6%	4 3%	10 10%	9 12%	2 6%	28 7%
The British National Party	5 1%	5 2%	- -	- -	1 1%	4 5%	* *	* *	- -	* *	3 2%	1 1%	1 1%	- -	4 4%	1 1%	- -	- -	5 1%
Another party	15 3%	4 2%	11 5%	3 5%	5 8%	* *	1 2%	4 5%	2 2%	5 3%	6 4%	3 3%	2 3%	3 2%	6 5%	1 1%	2 2%	4 8%	12 3%

## The Ashcroft National Poll CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

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	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	474	120	170	30	81	-	206	128	136	57	267	206
Weighted base	477	131	152	36	84	-	218	139	115	74	259	218
Conservative	131	131	-	-	-	-	54	100	3	9	77	54
	27%	100%	-	-	-	-	25%	72%	2%	13%	30%	25%
Labour	152	-	152	-	-	-	58	2	95	15	94	58
	32%	-	100%	-	-	-	27%	2%	82%	20%	36%	27%
Liberal Democrat	36	-	-	36	-	-	23	3	1	23	13	23
	8%	-	-	100%	-	-	11%	2%	1%	31%	5%	11%
SNP	15	-	-	-	-	-	4	-	1	1	11	4
	3%	-	-	-	-	-	2%	-	1%	1%	4%	2%
Plaid Cymru	5	-	-	-	-	-	5	-	-	1	*	5
	1%	-	-	-	-	-	2%	-	-	2%	*	2%
The UK Independence Party	84	-	-	-	84	-	40	29	11	10	44	40
	18%	-	-	-	100%	-	18%	21%	10%	13%	17%	18%
The Green Party	34	-	-	-	-	-	21	3	3	10	13	21
	7%	-	-	-	-	-	9%	2%	3%	13%	5%	9%
The British National Party	5	-	-	-	-	-	2	-	*	2	3	2
	1%	-	-	-	-	-	1%	-	*	2%	1%	1%
Another party	15	-	-	-	-	-	12	1	1	4	4	12
	3%	-	-	-	-	-	5%	1%	1%	6%	1%	5%

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	28%
Labour	32%
Liberal Democrat/ Liberal	8%
Scottish National Party/SNP	3%
Plaid Cymru	1%
The UK Independence Party	17%
Other	11%

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

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	648	329	319	69	100	109	127	116	127	243	132	116	157	159	164	164	101	60	544
Weighted base	649	336	313	75	105	120	116	95	139	193	180	149	126	177	169	152	97	54	558
Will definitely vote that way	326 50%	184 55%	141 45%	35 47%	42 40%	50 42%	64 55%	53 56%	82 59%	102 53%	77 43%	78 52%	69 54%	93 52%	72 43%	83 54%	49 50%	29 53%	277 50%
Might end up voting differently	323 50%	152 45%	171 55%	39 53%	63 60%	70 58%	53 45%	42 44%	57 41%	91 47%	103 57%	71 48%	58 46%	84 48%	96 57%	69 46%	48 50%	25 47%	281 50%



**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

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**

	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	648	154	235	46	107	-	309	153	170	72	339	309
Weighted base	649	166	212	52	109	-	323	166	145	94	326	323
Will definitely vote that way	326 50%	93 56%	121 57%	18 35%	54 50%	-	-	96 58%	91 63%	23 24%	326 100%	-
Might end up voting differently	323 50%	73 44%	92 43%	34 65%	55 50%	-	323 100%	70 42%	54 37%	71 76%	-	323 100%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 6

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-First mention**

**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	1003	476	527	111	154	158	197	179	204	347	205	168	283	251	261	253	147	91	856
Weighted base	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Getting the economy growing and creating jobs	308 31%	151 31%	156 30%	47 40%	46 28%	74 44%	49 27%	42 28%	49 23%	100 37%	95 34%	58 27%	54 23%	83 30%	72 27%	75 31%	53 38%	25 30%	271 31%
Controlling immigration	239 24%	112 23%	126 25%	19 16%	23 14%	35 20%	54 30%	34 22%	74 34%	38 14%	63 22%	66 30%	71 31%	55 20%	93 35%	51 21%	24 17%	16 19%	213 24%
Improving the NHS	150 15%	60 12%	90 17%	17 14%	23 14%	21 13%	21 12%	28 19%	39 18%	38 14%	38 14%	34 16%	39 17%	42 15%	32 12%	36 15%	27 19%	13 15%	124 14%
Cutting the deficit and the debt	62 6%	38 8%	24 5%	1 1%	16 10%	10 6%	16 9%	10 7%	10 4%	17 6%	21 7%	13 6%	10 4%	15 5%	16 6%	15 6%	9 6%	7 9%	51 6%
Reforming welfare to cut benefit dependency	53 5%	22 5%	31 6%	7 6%	16 10%	4 2%	10 6%	7 5%	9 4%	17 6%	17 6%	9 4%	10 4%	26 10%	8 3%	8 3%	7 5%	4 5%	45 5%
Improving schools	53 5%	22 4%	32 6%	10 8%	18 11%	10 6%	6 3%	3 2%	7 3%	17 6%	13 5%	12 6%	10 4%	19 7%	11 4%	11 5%	5 4%	8 9%	44 5%
Protecting the environment	39 4%	21 4%	18 3%	8 6%	6 3%	6 4%	5 3%	7 5%	8 3%	12 5%	9 3%	8 4%	10 4%	8 3%	9 4%	13 5%	8 6%	1 1%	37 4%
Defending Britain's interests in Europe	28 3%	22 5%	6 1%	2 2%	1 1%	6 4%	8 4%	6 4%	5 3%	7 2%	11 4%	7 3%	4 2%	8 3%	10 4%	5 2%	2 2%	2 3%	26 3%
Dealing with crime	26 3%	12 2%	14 3%	6 5%	4 3%	2 1%	1 1%	4 3%	8 4%	6 2%	7 2%	-	13 6%	9 3%	7 3%	7 3%	3 2%	-	26 3%
A fairer society	5 1%	4 1%	1 *	-	1 1%	1 *	3 2%	-	-	4 2%	1 *	-	-	2 1%	1 1%	1 1%	-	1 1%	5 1%
Distribution of wealth	5 1%	3 1%	2 *	-	3 2%	-	2 1%	-	-	3 1%	-	2 1%	1 *	1 *	1 *	3 1%	-	1 1%	4 1%
Leaving the EU	2 *	2 *	-	-	-	-	-	-	2 1%	-	-	2 1%	-	-	-	2 1%	-	-	2 *
Everything / all issues are important	2 *	1 *	* *	-	1 *	-	-	* *	1 *	1 *	-	1 *	* *	-	-	1 1%	-	* *	1 *
Housing crisis/lack of housing/ affordable housing	2 *	2 *	-	-	1 *	-	-	-	1 *	2 1%	-	-	-	-	1 *	-	-	1 1%	1 *
No cuts to benefits	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-
Defence / defence of the UK / Dealing with terrorism	1 *	1 *	-	-	-	-	1 1%	-	-	1 *	-	-	-	-	-	1 *	-	-	1 *

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 6

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-First mention**

**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	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871	
Taxes	1 *	1 *	-	-	1 1%	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 1%	-
Opportunities for young people	1 *	-	1 *	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	-	1 *
Scottish independence	1 *	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	-	1 *
Pensions	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	1 1%	-
Other answers	6 1%	4 1%	2 *	1 1%	-	-	3 2%	2 1%	1 *	4 1%	-	1 1%	1 1%	-	1 *	3 1%	-	-	2 3%	4 *
None/ Don't know	20 2%	8 2%	12 2%	1 1%	5 3%	2 1%	2 1%	6 4%	4 2%	4 2%	6 2%	1 1%	8 3%	7 3%	4 1%	7 3%	1 *	2 2%	18 2%	

## The Ashcroft National Poll CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 6

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?****-First mention****Base: All respondents**

	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	1003	154	235	46	107	219	454	186	200	96	339	309
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Getting the economy growing and creating jobs	308 31%	62 37%	81 38%	21 41%	12 11%	59 27%	152 32%	70 35%	57 34%	46 36%	105 32%	113 35%
Controlling immigration	239 24%	44 26%	28 13%	3 5%	57 52%	58 26%	110 23%	63 31%	26 16%	22 17%	73 22%	69 21%
Improving the NHS	150 15%	14 8%	46 22%	4 8%	13 12%	31 14%	69 14%	19 9%	39 23%	16 13%	56 17%	45 14%
Cutting the deficit and the debt	62 6%	12 7%	7 3%	17 17%	6 6%	19 8%	27 6%	14 7%	9 5%	9 7%	20 6%	19 6%
Reforming welfare to cut benefit dependency	53 5%	13 8%	8 4%	- -	8 7%	13 6%	24 5%	14 7%	5 3%	6 5%	18 6%	14 4%
Improving schools	53 5%	2 2%	13 6%	3 3%	4 3%	16 7%	31 7%	2 1%	12 7%	7 6%	9 3%	19 6%
Protecting the environment	39 4%	3 2%	8 4%	4 8%	1 1%	4 2%	16 3%	3 2%	5 3%	7 6%	15 5%	14 4%
Defending Britain's interests in Europe	28 3%	11 7%	3 1%	2 4%	4 4%	4 2%	17 3%	11 5%	4 2%	4 3%	9 3%	14 4%
Dealing with crime	26 3%	- -	5 3%	3 6%	2 2%	10 4%	14 3%	1 *	3 2%	1 *	6 2%	6 2%
A fairer society	5 1%	- -	3 2%	1 3%	- -	- -	- -	- -	2 1%	3 2%	5 2%	- -
Distribution of wealth	5 1%	- -	3 1%	- -	- -	- -	1 *	- -	1 *	2 2%	2 1%	1 *
Leaving the EU	2 *	- -	- -	- -	2 2%	- -	2 *	- -	- -	2 2%	- -	2 1%
Everything / all issues are important	2 *	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -
Housing crisis/lack of housing/ affordable housing	2 *	1 1%	1 *	- -	- -	- -	- -	1 *	1 *	- -	2 1%	- -
No cuts to benefits	1 *	- -	1 1%	- -	- -	- -	1 *	- -	1 1%	- -	- -	1 *
Defence / defence of the UK / Dealing with terrorism	1 *	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 6

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-First mention**

**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
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Taxes	1 *	-	1 1%	-	-	-	1 *	-	-	-	-	1 *
Opportunities for young people	1 *	-	-	1 1%	-	-	-	-	-	1 1%	1 *	-
Scottish independence	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Pensions	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	-
Other answers	6 1%	-	2 1%	-	-	1 *	4 1%	-	2 1%	2 2%	2 1%	3 1%
None/ Don't know	20 2%	2 1%	3 1%	-	-	9 4%	7 1%	3 1%	2 1%	-	2 1%	2 1%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 7

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-Second mention**

**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	1003	476	527	111	154	158	197	179	204	347	205	168	283	251	261	253	147	91	856
Weighted base	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Improving the NHS	227 23%	104 21%	122 24%	23 19%	39 23%	42 25%	33 18%	37 24%	54 25%	55 20%	55 19%	65 30%	52 22%	51 19%	50 19%	60 25%	41 29%	25 29%	189 22%
Getting the economy growing and creating jobs	161 16%	79 16%	83 16%	19 16%	26 16%	21 12%	35 19%	23 15%	37 17%	42 16%	44 15%	33 15%	42 18%	50 18%	47 18%	38 16%	16 11%	11 13%	148 17%
Improving schools	135 13%	65 13%	70 14%	16 13%	26 16%	30 18%	21 11%	19 12%	23 11%	39 15%	26 9%	27 12%	42 18%	35 13%	42 16%	25 10%	23 16%	10 12%	115 13%
Controlling immigration	116 12%	61 12%	55 11%	8 7%	14 8%	14 8%	17 10%	26 17%	37 17%	25 9%	38 13%	21 10%	32 14%	36 13%	32 12%	23 9%	19 14%	6 7%	101 12%
Reforming welfare to cut benefit dependency	70 7%	30 6%	40 8%	8 7%	14 8%	16 9%	17 10%	5 3%	11 5%	19 7%	23 8%	19 9%	9 4%	19 7%	14 5%	23 10%	9 7%	5 6%	63 7%
Dealing with crime	67 7%	23 5%	43 8%	15 13%	15 9%	17 10%	9 5%	4 3%	7 3%	14 5%	22 8%	15 7%	16 7%	15 5%	19 7%	16 7%	12 8%	5 6%	58 7%
Cutting the deficit and the debt	60 6%	31 6%	29 6%	10 9%	8 5%	10 6%	17 10%	8 6%	5 3%	26 9%	17 6%	9 4%	8 3%	16 6%	17 6%	16 7%	4 3%	7 9%	50 6%
Protecting the environment	55 6%	30 6%	25 5%	9 8%	10 6%	8 5%	12 6%	9 6%	8 4%	17 6%	17 6%	14 6%	8 3%	17 6%	12 5%	15 6%	10 7%	1 2%	52 6%
Defending Britain's interests in Europe	51 5%	31 6%	20 4%	6 5%	8 5%	5 3%	13 7%	4 3%	14 6%	14 5%	25 9%	3 2%	8 4%	18 7%	19 7%	8 3%	4 2%	2 3%	48 5%
Pensions	4 *	1 *	3 1%	- -	- -	- -	- -	1 1%	3 1%	1 *	2 1%	- -	1 *	- -	4 1%	- -	- -	* *	4 *
Housing crisis/lack of housing/ affordable housing	3 *	3 1%	- -	1 1%	- -	1 1%	- -	- -	1 1%	2 1%	1 *	- -	- -	3 1%	- -	- -	1 1%	- -	3 *
Leaving the EU	3 *	2 *	1 *	- -	- -	- -	- -	1 1%	2 1%	1 *	2 1%	- -	- -	1 *	1 1%	- -	1 1%	- -	3 *
Defence / defence of the UK / Dealing with terrorism	3 *	1 *	2 *	- -	- -	2 1%	1 1%	- -	- -	- -	2 1%	1 1%	- -	2 1%	- -	- -	1 1%	- -	2 *
A fairer society	2 *	1 *	1 *	1 1%	- -	- -	- -	- -	1 *	1 *	- -	- -	1 1%	1 *	- -	- -	- -	1 1%	1 *
Transport / transport infrastructure	2 *	2 *	- -	- -	* *	- -	1 *	* *	- -	1 *	- -	1 *	- -	- -	* *	- -	- -	1 2%	* *
Scottish independence	1 *	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 2%	- -

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 7

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-Second mention**

**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	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
No cuts to benefits	1 *	-	1 *	-	-	-	-	1 1%	-	1 *	-	-	-	-	-	1 *	-	-	1 *
Everything / all issues are important	1 *	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-	-	1 *
Distribution of wealth	1 *	-	1 *	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-	1 1%	-
Care of the elderly	1 *	-	1 *	-	-	-	-	1 *	-	1 *	-	-	-	1 *	-	-	-	-	1 *
Opportunities for young people	1 *	-	1 *	-	-	-	-	1 *	-	1 *	-	-	-	1 *	-	-	-	-	1 *
Other answers	5 *	4 1%	1 *	1 1%	-	-	1 *	3 2%	-	* *	1 *	2 1%	2 1%	-	* *	1 *	1 *	3 3%	1 *
None/ Don't know	35 4%	18 4%	18 3%	1 1%	7 4%	4 2%	2 1%	7 5%	15 7%	10 4%	9 3%	5 2%	12 5%	9 3%	7 3%	13 6%	2 1%	4 5%	29 3%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 7

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-Second mention**

**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	1003	154	235	46	107	219	454	186	200	96	339	309
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Improving the NHS	227 23%	21 13%	42 20%	12 22%	32 30%	68 30%	109 23%	23 11%	41 24%	37 29%	65 20%	70 22%
Getting the economy growing and creating jobs	161 16%	36 22%	43 20%	4 8%	15 14%	33 15%	68 14%	43 21%	31 18%	10 8%	60 18%	49 15%
Improving schools	135 13%	20 12%	36 17%	9 18%	8 7%	18 8%	68 14%	20 10%	25 15%	22 17%	45 14%	52 16%
Controlling immigration	116 12%	22 13%	17 8%	7 13%	18 17%	23 10%	55 12%	34 17%	18 11%	12 9%	32 10%	36 11%
Reforming welfare to cut benefit dependency	70 7%	12 7%	9 4%	3 6%	11 11%	15 7%	41 9%	18 9%	11 6%	8 7%	21 7%	27 8%
Dealing with crime	67 7%	8 5%	20 9%	3 6%	3 3%	13 6%	35 7%	8 4%	9 6%	8 6%	16 5%	26 8%
Cutting the deficit and the debt	60 6%	18 11%	13 6%	5 10%	4 3%	13 6%	26 6%	21 10%	10 6%	4 3%	28 8%	15 5%
Protecting the environment	55 6%	9 5%	13 6%	3 6%	1 1%	12 5%	25 5%	9 4%	12 7%	11 8%	20 6%	16 5%
Defending Britain's interests in Europe	51 5%	11 7%	10 5%	5 10%	9 8%	10 5%	30 6%	12 6%	4 2%	11 9%	16 5%	22 7%
Pensions	4 *	2 1%	* *	- -	1 1%	1 *	1 *	2 1%	* *	- -	2 1%	1 *
Housing crisis/lack of housing/ affordable housing	3 *	- -	1 *	- -	1 1%	1 1%	1 *	1 1%	- -	- -	1 *	1 *
Leaving the EU	3 *	- -	- -	- -	3 2%	- -	1 *	- -	- -	- -	2 1%	1 *
Defence / defence of the UK / Dealing with terrorism	3 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	3 1%	- -
A fairer society	2 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
Transport / transport infrastructure	2 *	- -	* *	- -	- -	- -	* *	- -	- -	- -	1 *	* *
Scottish independence	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -



**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 7

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-Second mention**

**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
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
No cuts to benefits	1 *	-	1 1%	-	-	-	1 *	-	-	1 1%	-	1 *
Everything / all issues are important	1 *	-	-	-	-	-	-	-	-	-	-	-
Distribution of wealth	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	-
Care of the elderly	1 *	1 *	-	-	-	-	-	1 *	-	-	1 *	-
Opportunities for young people	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	-
Other answers	5 *	-	-	-	* *	2 1%	* *	-	1 *	-	2 1%	* *
None/ Don't know	35 4%	6 4%	6 3%	-	-	13 6%	12 3%	9 5%	4 3%	2 2%	9 3%	5 1%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 8

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-Third mention**

**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	1003	476	527	111	154	158	197	179	204	347	205	168	283	251	261	253	147	91	856
Weighted base	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Improving the NHS	177 18%	84 17%	92 18%	13 11%	34 20%	24 14%	44 24%	26 17%	35 16%	46 17%	58 20%	29 14%	43 19%	52 19%	44 17%	46 19%	18 13%	16 19%	152 17%
Improving schools	164 16%	81 17%	82 16%	22 19%	29 18%	34 20%	23 13%	25 17%	30 14%	48 18%	52 18%	43 20%	21 9%	50 18%	40 15%	38 16%	20 14%	15 18%	140 16%
Getting the economy growing and creating jobs	117 12%	53 11%	64 12%	9 8%	26 16%	20 12%	21 12%	17 11%	25 11%	30 11%	27 10%	31 15%	29 12%	26 9%	34 13%	22 9%	21 15%	14 17%	96 11%
Dealing with crime	93 9%	48 10%	44 9%	17 14%	11 6%	9 6%	12 7%	13 9%	31 14%	20 8%	19 7%	19 9%	34 15%	30 11%	22 8%	24 10%	14 10%	3 3%	82 9%
Reforming welfare to cut benefit dependency	92 9%	43 9%	49 10%	15 13%	17 10%	20 12%	11 6%	8 6%	20 9%	30 11%	28 10%	13 6%	21 9%	22 8%	36 13%	20 8%	12 8%	3 4%	85 10%
Controlling immigration	92 9%	35 7%	57 11%	8 7%	14 8%	16 9%	24 13%	11 7%	20 9%	28 10%	25 9%	15 7%	23 10%	20 7%	19 7%	22 9%	23 16%	8 10%	77 9%
Protecting the environment	67 7%	30 6%	37 7%	15 13%	13 8%	11 7%	8 4%	7 5%	13 6%	14 5%	19 7%	21 10%	13 5%	23 8%	10 4%	17 7%	13 9%	5 6%	60 7%
Cutting the deficit and the debt	63 6%	31 6%	32 6%	5 4%	6 4%	18 10%	12 6%	13 9%	10 5%	19 7%	17 6%	17 8%	11 5%	16 6%	26 10%	13 6%	7 5%	1 1%	62 7%
Defending Britain's interests in Europe	51 5%	29 6%	22 4%	3 2%	4 2%	13 8%	13 7%	12 8%	6 3%	15 5%	14 5%	13 6%	9 4%	14 5%	13 5%	13 6%	7 5%	4 4%	46 5%
A fairer society	4 *	4 1%	-	-	-	-	1 1%	2 1%	-	-	2 1%	1 1%	-	-	2 1%	-	-	1 2%	2 *
Transport / transport infrastructure	3 *	1 *	1 *	-	1 1%	-	-	-	1 1%	1 *	-	-	1 1%	1 *	1 1%	-	-	-	3 *
No cuts to benefits	2 *	2 1%	-	-	2 1%	-	1 *	-	-	1 *	-	-	1 1%	1 *	-	1 *	-	1 1%	1 *
Housing crisis/lack of housing/ affordable housing	2 *	2 *	-	-	1 1%	1 1%	-	-	1 *	1 *	1 *	-	1 *	1 *	-	1 *	1 *	-	2 *
Distribution of wealth	2 *	1 *	1 *	-	-	-	2 1%	-	-	-	1 *	1 1%	-	-	1 *	-	-	1 2%	1 *
Defence / defence of the UK / Dealing with terrorism	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	1 *	-	-	-	1 *
Pensions	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 1%	-	1 *

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 8

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-Third mention**

**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	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Everything / all issues are important	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *
Scottish independence	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Taxes	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -
Other answers	9 1%	8 2%	1 *	1 1%	- -	- -	3 2%	3 2%	2 1%	4 1%	1 *	3 1%	1 *	2 1%	1 *	4 2%	1 1%	1 2%	6 1%
None/ Don't know	63 6%	32 7%	30 6%	9 8%	9 5%	4 2%	6 3%	12 8%	23 10%	13 5%	19 7%	7 3%	23 10%	16 6%	15 6%	18 7%	5 3%	9 10%	53 6%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 8

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-Third mention**

**Base: All respondents**

	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	1003	154	235	46	107	219	454	186	200	96	339	309
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Improving the NHS	177 18%	28 17%	41 19%	14 26%	23 22%	28 13%	87 18%	37 18%	35 21%	31 24%	62 19%	63 20%
Improving schools	164 16%	26 16%	43 20%	11 21%	21 19%	36 16%	84 18%	35 17%	30 18%	25 20%	53 16%	63 19%
Getting the economy growing and creating jobs	117 12%	14 9%	25 12%	6 11%	17 16%	25 11%	52 11%	16 8%	21 12%	12 9%	39 12%	34 11%
Dealing with crime	93 9%	11 7%	20 9%	3 6%	7 6%	22 10%	38 8%	12 6%	15 9%	8 6%	28 8%	22 7%
Reforming welfare to cut benefit dependency	92 9%	21 13%	15 7%	3 6%	12 11%	22 10%	44 9%	24 12%	13 8%	5 4%	30 9%	30 9%
Controlling immigration	92 9%	14 9%	17 8%	5 9%	10 9%	32 14%	55 12%	19 9%	15 9%	14 11%	24 7%	32 10%
Protecting the environment	67 7%	8 5%	12 6%	4 7%	5 5%	15 7%	29 6%	7 3%	9 6%	9 7%	24 7%	20 6%
Cutting the deficit and the debt	63 6%	10 6%	20 10%	4 8%	7 6%	9 4%	31 7%	12 6%	13 8%	14 11%	20 6%	25 8%
Defending Britain's interests in Europe	51 5%	18 11%	7 3%	2 4%	5 5%	7 3%	24 5%	21 11%	4 3%	7 5%	20 6%	19 6%
A fairer society	4 *	- -	- -	- -	- -	2 1%	2 *	2 1%	- -	- -	1 *	- -
Transport / transport infrastructure	3 *	- -	- -	- -	- -	3 1%	1 *	- -	- -	- -	- -	- -
No cuts to benefits	2 *	- -	2 1%	- -	- -	1 *	2 1%	- -	1 *	- -	- -	2 1%
Housing crisis/lack of housing/ affordable housing	2 *	1 1%	1 *	- -	- -	- -	1 *	1 *	1 *	- -	1 *	1 *
Distribution of wealth	2 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	2 1%	- -
Defence / defence of the UK / Dealing with terrorism	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pensions	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 8

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-Third mention**

**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
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Everything / all issues are important	1*	-	-	-	-	-	-	-	-	-	-	-
Scottish independence	1*	-	-	-	-	-	1*	-	1*	-	-	1*
Taxes	1*	-	-	-	-	-	-	-	-	-	1*	-
Other answers	9 1%	2 1%	1 1%	1 3%	1 1%	1 1%	1 *	2 1%	2 1%	1 1%	6 2%	1 *
None/ Don't know	63 6%	12 7%	9 4%	-	1 1%	20 9%	21 4%	13 7%	8 5%	2 1%	17 5%	11 3%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 9

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-Top three mentions**

**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	1003	476	527	111	154	158	197	179	204	347	205	168	283	251	261	253	147	91	856
Weighted base	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Getting the economy growing and creating jobs	585 58%	282 58%	303 59%	75 64%	98 59%	115 67%	104 58%	82 55%	111 51%	172 63%	166 59%	122 57%	124 53%	157 57%	153 58%	134 56%	90 64%	50 60%	513 59%
Improving the NHS	553 55%	248 51%	304 59%	53 45%	96 57%	88 52%	98 54%	91 61%	127 58%	140 52%	151 53%	128 59%	134 58%	144 53%	127 48%	142 59%	86 61%	53 64%	465 53%
Controlling immigration	447 45%	208 43%	239 46%	36 30%	50 30%	64 38%	96 53%	70 47%	131 60%	92 34%	126 45%	102 47%	127 54%	111 41%	144 54%	96 40%	65 46%	30 36%	391 45%
Improving schools	350 35%	167 34%	183 36%	47 40%	73 43%	74 44%	50 27%	46 31%	60 28%	105 39%	92 32%	82 38%	72 31%	104 38%	92 35%	74 31%	48 34%	33 39%	298 34%
Reforming welfare to cut benefit dependency	216 22%	95 19%	121 24%	31 26%	47 28%	39 23%	38 21%	21 14%	39 18%	66 24%	68 24%	41 19%	40 17%	67 24%	58 22%	51 21%	28 20%	12 15%	192 22%
Dealing with crime	185 18%	84 17%	101 20%	37 32%	30 18%	29 17%	22 12%	21 14%	46 21%	40 15%	48 17%	33 15%	63 27%	53 19%	48 18%	47 20%	29 20%	8 9%	166 19%
Cutting the deficit and the debt	184 18%	99 20%	85 17%	16 13%	30 18%	38 22%	45 25%	31 21%	25 12%	62 23%	54 19%	39 18%	30 13%	46 17%	58 22%	44 18%	20 14%	16 19%	163 19%
Protecting the environment	162 16%	82 17%	80 16%	32 27%	28 17%	26 15%	25 14%	23 15%	28 13%	44 16%	45 16%	43 20%	30 13%	47 17%	32 12%	45 19%	31 22%	7 9%	149 17%
Defending Britain's interests in Europe	130 13%	82 17%	48 9%	11 9%	13 8%	24 14%	34 19%	22 15%	25 11%	35 13%	50 18%	24 11%	21 9%	41 15%	42 16%	27 11%	13 9%	8 10%	120 14%
A fairer society	11 1%	9 2%	2 *	1 1%	1 1%	1 *	4 2%	2 1%	1 *	5 2%	3 1%	1 1%	1 1%	3 1%	4 1%	1 1%	- -	3 3%	8 1%
Distribution of wealth	8 1%	4 1%	4 1%	- -	3 2%	- -	4 2%	- -	1 *	4 1%	1 *	3 1%	1 *	1 *	2 1%	3 1%	- -	3 3%	5 1%
Housing crisis/lack of housing/ affordable housing	8 1%	8 2%	- -	1 1%	2 1%	2 1%	- -	- -	3 1%	5 2%	2 1%	- -	1 *	4 1%	1 *	1 *	1 1%	1 1%	6 1%
Pensions	6 1%	3 1%	3 1%	- -	- -	- -	- -	1 1%	4 2%	1 *	2 1%	- -	2 1%	- -	4 1%	- -	1 1%	1 1%	5 1%
Leaving the EU	5 1%	5 1%	1 *	- -	- -	- -	- -	1 1%	4 2%	1 *	2 1%	2 1%	- -	1 *	1 1%	2 1%	1 1%	- -	5 1%
Defence / defence of the UK / Dealing with terrorism	5 1%	4 1%	2 *	- -	- -	2 1%	4 2%	- -	- -	1 *	2 1%	3 1%	- -	3 1%	- -	1 *	1 1%	- -	4 *
No cuts to benefits	5 *	4 1%	1 *	- -	2 1%	- -	2 1%	1 1%	- -	2 1%	- -	1 1%	1 1%	1 *	- -	2 1%	1 1%	1 1%	2 *

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 9

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-Top three mentions**

**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	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Transport / transport infrastructure	4 *	3 1%	1 *	- -	2 1%	- -	1 *	* *	1 1%	2 1%	- -	1 *	1 1%	1 *	2 1%	- -	- -	1 2%	3 *
Scottish independence	3 *	2 *	1 *	- -	1 1%	- -	1 1%	- -	- -	1 *	1 *	1 1%	- -	- -	- -	- -	1 *	2 3%	1 *
Taxes	2 *	1 *	1 *	- -	1 1%	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	2 2%	- -
Everything / all issues are important	2 *	1 *	* *	- -	1 *	- -	- -	* *	1 *	1 *	- -	1 *	* *	- -	- -	1 1%	- -	* *	1 *
Opportunities for young people	1 *	- -	1 *	- -	- -	- -	1 *	1 *	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *
Care of the elderly	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Other answers	16 2%	13 3%	3 1%	1 1%	- -	- -	7 4%	7 4%	2 1%	6 2%	2 1%	6 3%	2 1%	2 1%	2 1%	5 2%	1 1%	5 7%	9 1%
None/ Don't know	20 2%	8 2%	12 2%	1 1%	5 3%	2 1%	2 1%	6 4%	4 2%	4 2%	6 2%	1 1%	8 3%	7 3%	4 1%	7 3%	1 *	2 2%	18 2%

## The Ashcroft National Poll CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 9

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?****-Top three mentions****Base: All respondents**

	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	1003	154	235	46	107	219	454	186	200	96	339	309
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Getting the economy growing and creating jobs	585 58%	112 68%	148 70%	31 59%	45 41%	117 53%	272 57%	128 64%	108 64%	68 53%	203 62%	196 61%
Improving the NHS	553 55%	62 37%	129 61%	29 56%	69 63%	127 57%	264 56%	79 39%	115 68%	84 66%	184 56%	178 55%
Controlling immigration	447 45%	80 48%	62 29%	14 27%	85 78%	113 51%	220 46%	115 57%	59 35%	49 38%	129 40%	138 43%
Improving schools	350 35%	48 29%	93 44%	24 45%	32 29%	70 31%	183 39%	58 29%	68 40%	55 43%	106 33%	134 41%
Reforming welfare to cut benefit dependency	216 22%	46 28%	32 15%	6 12%	31 29%	50 22%	109 23%	56 28%	29 17%	20 16%	69 21%	70 22%
Dealing with crime	185 18%	20 12%	45 21%	10 18%	12 11%	46 20%	87 18%	21 11%	27 16%	17 13%	50 15%	54 17%
Cutting the deficit and the debt	184 18%	41 25%	40 19%	18 35%	16 15%	41 19%	84 18%	48 24%	32 19%	28 22%	68 21%	59 18%
Protecting the environment	162 16%	20 12%	33 15%	12 22%	7 7%	31 14%	70 15%	19 9%	26 16%	27 21%	59 18%	50 16%
Defending Britain's interests in Europe	130 13%	40 24%	19 9%	10 18%	18 16%	21 10%	71 15%	44 22%	12 7%	22 17%	46 14%	54 17%
A fairer society	11 1%	- -	4 2%	1 3%	- -	2 1%	2 *	2 1%	3 2%	3 2%	7 2%	- -
Distribution of wealth	8 1%	- -	4 2%	- -	- -	- -	1 *	- -	2 1%	2 2%	5 2%	1 *
Housing crisis/lack of housing/ affordable housing	8 1%	2 1%	2 1%	- -	1 1%	1 1%	2 *	3 2%	1 1%	- -	3 1%	2 1%
Pensions	6 1%	2 1%	1 *	- -	1 1%	1 *	1 *	2 1%	1 1%	- -	3 1%	1 *
Leaving the EU	5 1%	- -	- -	- -	5 5%	- -	4 1%	- -	- -	2 2%	2 1%	4 1%
Defence / defence of the UK / Dealing with terrorism	5 1%	1 1%	- -	- -	1 1%	- -	- -	1 1%	- -	- -	4 1%	- -
No cuts to benefits	5 *	- -	4 2%	- -	- -	1 *	5 1%	- -	2 1%	1 1%	- -	4 1%



**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 9

**Q5. Which of the following do you think is the most important issue facing Britain as a whole?**

**-Top three mentions**

**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
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Transport / transport infrastructure	4 *	-	*	-	-	3 1%	2 *	-	-	-	1 *	*
Scottish independence	3 *	-	-	-	-	-	1 *	-	1 *	-	2 1%	1 *
Taxes	2 *	-	1 1%	-	-	-	1 *	-	-	-	1 *	1 *
Everything / all issues are important	2 *	-	-	-	-	*	-	-	-	-	-	-
Opportunities for young people	1 *	-	1 *	1 1%	-	-	-	-	1 *	1 1%	1 *	-
Care of the elderly	1 *	1 *	-	-	-	-	-	1 *	-	-	1 *	-
Other answers	16 2%	2 1%	3 2%	1 3%	1 1%	4 2%	4 1%	2 1%	4 2%	4 3%	8 3%	3 1%
None/ Don't know	20 2%	2 1%	3 1%	-	-	9 4%	7 1%	3 1%	2 1%	-	2 1%	2 1%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 10

**Q6. Which of the following do you think is the most important issue facing you and your family?****-First mention****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	1003	476	527	111	154	158	197	179	204	347	205	168	283	251	261	253	147	91	856
Weighted base	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Getting the economy growing and creating jobs	315 31%	160 33%	155 30%	44 38%	46 28%	53 31%	74 41%	50 33%	47 22%	94 35%	88 31%	65 30%	67 29%	89 33%	77 29%	73 31%	39 28%	36 43%	268 31%
Improving the NHS	186 19%	76 16%	110 21%	15 13%	35 21%	22 13%	21 12%	34 23%	58 27%	47 17%	61 22%	34 16%	44 19%	41 15%	50 19%	44 18%	35 24%	16 20%	154 18%
Improving schools	128 13%	53 11%	75 15%	20 17%	35 21%	38 22%	14 8%	9 6%	12 6%	43 16%	27 9%	32 15%	27 12%	39 14%	34 13%	25 11%	19 13%	11 13%	112 13%
Controlling immigration	102 10%	54 11%	48 9%	8 7%	2 1%	14 9%	30 17%	11 7%	37 17%	17 6%	33 12%	25 12%	26 11%	24 9%	42 16%	19 8%	12 8%	5 6%	92 11%
Protecting the environment	54 5%	25 5%	30 6%	2 2%	11 6%	8 5%	9 5%	11 7%	13 6%	18 6%	15 5%	10 5%	12 5%	13 5%	18 7%	12 5%	8 6%	3 3%	50 6%
Dealing with crime	52 5%	24 5%	28 5%	9 7%	8 5%	14 8%	5 3%	6 4%	10 5%	12 4%	14 5%	8 4%	17 7%	19 7%	11 4%	12 5%	9 7%	- -	50 6%
Reforming welfare to cut benefit dependency	48 5%	23 5%	25 5%	8 7%	10 6%	7 4%	6 4%	7 5%	9 4%	12 4%	14 5%	11 5%	11 5%	15 5%	3 1%	15 6%	10 7%	5 6%	38 4%
Cutting the deficit and the debt	40 4%	27 6%	12 2%	5 4%	6 4%	6 3%	11 6%	8 5%	4 2%	8 3%	16 6%	10 5%	5 2%	11 4%	9 3%	14 6%	3 2%	3 4%	34 4%
Defending Britain's interests in Europe	22 2%	13 3%	9 2%	- -	1 *	2 1%	1 1%	5 4%	13 6%	6 2%	4 1%	6 3%	5 2%	8 3%	6 2%	5 2%	2 2%	- -	20 2%
Distribution of wealth	6 1%	4 1%	2 *	- -	3 2%	2 1%	2 1%	- -	- -	3 1%	- -	3 2%	- -	2 1%	1 *	3 1%	- -	1 1%	5 1%
The cost of living	5 *	4 1%	1 *	- -	3 2%	2 1%	- -	- -	- -	3 1%	- -	2 1%	- -	2 1%	2 1%	1 *	- -	- -	5 1%
Taxes	3 *	2 *	1 *	- -	- -	- -	3 2%	- -	- -	- -	3 1%	- -	- -	- -	- -	3 1%	- -	- -	3 *
Care of the elderly	3 *	3 1%	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	3 1%	- -	- -	- -	- -	3 2%	- -	3 *
Pensions	2 *	- -	2 *	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -	1 *	1 1%	- -	- -	2 *
Housing crisis/lack of housing/ affordable housing	2 *	1 *	1 *	- -	1 1%	- -	- -	1 1%	- -	2 1%	- -	- -	- -	1 *	1 *	- -	- -	- -	2 *
Everything / all issues are important	1 *	1 *	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 *

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 10

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-First mention**

**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	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
No cuts to benefits	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-
Leaving the EU	1 *	-	1 *	-	-	-	-	1 *	-	1 *	-	-	-	1 *	-	-	-	-	1 *
A fairer society	1 *	1 *	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	1 1%	-
Other answers	7 1%	5 1%	3 1%	2 1%	-	2 1%	3 2%	1 *	-	5 2%	-	-	2 1%	3 1%	1 1%	2 1%	-	1 1%	7 1%
None/ Don't know	30 3%	15 3%	15 3%	4 3%	7 4%	2 1%	1 1%	7 5%	9 4%	2 1%	8 3%	6 3%	13 6%	8 3%	8 3%	10 4%	1 1%	3 3%	26 3%

## The Ashcroft National Poll CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 10

**Q6. Which of the following do you think is the most important issue facing you and your family?****-First mention****Base: All respondents**

	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	1003	154	235	46	107	219	454	186	200	96	339	309
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Getting the economy growing and creating jobs	315 31%	50 30%	86 40%	13 24%	19 17%	76 34%	144 30%	72 36%	68 41%	32 25%	111 34%	93 29%
Improving the NHS	186 19%	14 8%	52 25%	6 11%	24 22%	47 21%	86 18%	20 10%	42 25%	27 21%	60 18%	59 18%
Improving schools	128 13%	18 11%	30 14%	8 16%	11 10%	30 13%	73 15%	18 9%	19 11%	17 13%	33 10%	48 15%
Controlling immigration	102 10%	27 16%	3 1%	5 9%	19 17%	22 10%	43 9%	28 14%	9 5%	12 9%	32 10%	26 8%
Protecting the environment	54 5%	8 5%	11 5%	2 4%	5 5%	8 4%	21 4%	12 6%	6 4%	12 9%	21 6%	18 6%
Dealing with crime	52 5%	8 5%	8 4%	3 5%	9 8%	11 5%	35 7%	7 4%	5 3%	6 4%	9 3%	25 8%
Reforming welfare to cut benefit dependency	48 5%	14 8%	7 3%	1 1%	5 5%	9 4%	26 5%	13 6%	5 3%	7 5%	13 4%	17 5%
Cutting the deficit and the debt	40 4%	12 7%	5 2%	9 17%	4 3%	5 2%	19 4%	12 6%	8 5%	4 3%	17 5%	17 5%
Defending Britain's interests in Europe	22 2%	9 6%	* -	- -	8 8%	4 2%	9 2%	11 5%	1 *	1 1%	10 3%	8 3%
Distribution of wealth	6 1%	- -	2 1%	- -	2 2%	- -	1 *	2 1%	- -	2 2%	3 1%	1 *
The cost of living	5 *	- -	3 1%	- -	2 2%	- -	- -	2 1%	1 *	2 2%	5 1%	- -
Taxes	3 *	2 1%	- -	- -	- -	1 *	1 *	2 1%	- -	- -	2 1%	- -
Care of the elderly	3 *	- -	- -	3 5%	- -	- -	- -	- -	- -	3 2%	3 1%	- -
Pensions	2 *	- -	- -	- -	1 1%	1 1%	2 1%	- -	1 1%	- -	- -	1 *
Housing crisis/lack of housing/ affordable housing	2 *	- -	1 1%	1 2%	- -	- -	1 *	- -	- -	1 1%	1 *	1 *
Everything / all issues are important	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 10

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-First mention**

**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	1003	166	212	52	109	223	474	202	168	128	326	323
No cuts to benefits	1 *	- -	1 1%	- -	- -	- -	1 *	- -	1 1%	- -	- -	1 *
Leaving the EU	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -
A fairer society	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
Other answers	7 1%	- -	2 1%	2 4%	2 1%	1 *	2 *	1 1%	- -	3 2%	5 1%	2 1%
None/ Don't know	30 3%	5 3%	4 2%	1 1%	- -	9 4%	12 3%	5 2%	1 1%	2 2%	4 1%	6 2%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 11

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-Second mention**

**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	1003	476	527	111	154	158	197	179	204	347	205	168	283	251	261	253	147	91	856
Weighted base	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Improving the NHS	221 22%	92 19%	129 25%	28 24%	34 21%	32 19%	45 25%	39 26%	43 20%	70 26%	59 21%	47 22%	45 19%	61 22%	47 18%	53 22%	37 26%	23 27%	187 21%
Improving schools	172 17%	75 15%	97 19%	22 19%	35 21%	37 22%	20 11%	29 19%	29 13%	45 16%	55 19%	37 17%	36 15%	35 15%	44 17%	48 20%	32 23%	13 16%	147 17%
Getting the economy growing and creating jobs	141 14%	68 14%	73 14%	15 13%	21 13%	30 18%	28 16%	24 16%	22 10%	47 17%	36 13%	28 13%	30 13%	41 15%	40 15%	34 14%	18 12%	9 11%	127 15%
Dealing with crime	96 10%	48 10%	48 9%	13 11%	26 15%	13 8%	11 6%	11 7%	23 10%	21 8%	23 8%	21 10%	31 13%	31 11%	25 9%	25 10%	7 5%	8 10%	86 10%
Controlling immigration	82 8%	48 10%	34 7%	5 4%	8 5%	13 8%	14 8%	12 8%	29 13%	20 7%	21 7%	23 11%	18 8%	17 6%	20 7%	22 9%	16 12%	7 8%	69 8%
Reforming welfare to cut benefit dependency	70 7%	31 6%	39 8%	16 13%	10 6%	8 5%	15 8%	7 5%	14 7%	20 7%	21 8%	11 5%	19 8%	22 8%	19 7%	19 8%	5 4%	6 7%	62 7%
Protecting the environment	60 6%	32 7%	28 6%	5 5%	11 7%	9 6%	13 7%	8 5%	14 7%	11 4%	24 9%	10 5%	16 7%	17 6%	18 7%	8 3%	14 10%	3 4%	54 6%
Defending Britain's interests in Europe	50 5%	29 6%	21 4%	2 2%	4 2%	10 6%	18 10%	5 4%	11 5%	11 4%	19 7%	14 6%	5 2%	16 6%	22 8%	7 3%	3 2%	2 3%	47 5%
Cutting the deficit and the debt	43 4%	27 6%	16 3%	4 3%	6 4%	13 8%	10 5%	4 3%	6 3%	16 6%	7 2%	11 5%	8 4%	14 5%	15 6%	6 3%	4 2%	4 5%	37 4%
Pensions	4 *	4 1%	-	-	-	-	-	-	4 2%	-	1 *	2 1%	1 *	-	3 1%	-	-	1 1%	3 *
The cost of living	2 *	2 *	-	-	1 1%	1 1%	-	-	-	1 *	-	1 *	-	1 *	-	-	-	1 1%	1 *
Transport / transport infrastructure	1 *	1 *	-	-	-	-	-	-	1 1%	1 *	-	-	-	1 *	-	-	-	-	1 *
Leaving the EU	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	1 1%	-	1 *
Opportunities for young people	1 *	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	1 1%	-
Everything / all issues are important	1 *	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-	-	1 *
Housing crisis/lack of housing/ affordable housing	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	-	-	1 *

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 11

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-Second mention**

**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	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Scottish independence	1*	-	1*	-	1*	-	-	-	-	1*	-	-	-	-	-	-	-	1	-
No cuts to benefits	* *	* *	-	-	-	-	-	* *	-	* *	-	-	-	-	-	* *	-	-	* *
Other answers	2* *	1* *	1* *	1 1%	1* *	-	-	1* *	-	-	1* *	-	1 1%	1* *	-	1* *	1* *	-	1* *
None/ Don't know	54 5%	28 6%	27 5%	6 5%	9 5%	3 2%	7 4%	11 7%	18 8%	9 3%	15 5%	9 4%	21 9%	17 6%	13 5%	17 7%	4 3%	5 6%	46 5%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 11

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-Second mention**

**Base: All respondents**

	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	1003	154	235	46	107	219	454	186	200	96	339	309
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Improving the NHS	221 22%	48 29%	53 25%	11 22%	13 12%	53 24%	112 24%	51 25%	43 25%	27 21%	79 24%	68 21%
Improving schools	172 17%	24 14%	44 21%	10 19%	12 11%	33 15%	74 16%	26 13%	41 24%	18 14%	64 20%	53 16%
Getting the economy growing and creating jobs	141 14%	32 20%	25 12%	9 18%	14 13%	30 13%	63 13%	33 16%	20 12%	22 17%	50 15%	44 14%
Dealing with crime	96 10%	10 6%	19 9%	10 20%	10 9%	21 10%	41 9%	13 7%	12 7%	13 10%	25 8%	30 9%
Controlling immigration	82 8%	14 8%	12 6%	3 5%	25 23%	17 8%	35 7%	26 13%	9 5%	10 8%	32 10%	26 8%
Reforming welfare to cut benefit dependency	70 7%	10 6%	13 6%	3 5%	7 6%	20 9%	48 10%	16 8%	11 7%	7 5%	15 4%	32 10%
Protecting the environment	60 6%	2 1%	23 11%	1 2%	6 6%	8 4%	31 6%	6 3%	14 8%	8 7%	20 6%	27 8%
Defending Britain's interests in Europe	50 5%	11 7%	4 2%	3 6%	10 9%	12 5%	26 6%	10 5%	6 3%	14 11%	14 4%	18 6%
Cutting the deficit and the debt	43 4%	8 5%	5 2%	-	6 5%	12 6%	17 4%	13 6%	3 2%	5 4%	13 4%	9 3%
Pensions	4 *	-	3 1%	-	1 1%	-	2 *	-	3 2%	-	2 *	2 1%
The cost of living	2 *	-	2 1%	-	-	-	-	-	1 1%	-	2 1%	-
Transport / transport infrastructure	1 *	-	-	-	-	1 1%	-	-	-	-	-	-
Leaving the EU	1 *	-	-	-	1 1%	-	1 *	-	-	-	-	1 *
Opportunities for young people	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Everything / all issues are important	1 *	-	-	-	-	-	-	-	-	-	-	-
Housing crisis/lack of housing/ affordable housing	1 *	-	-	-	-	1 *	1 *	1 *	-	-	-	-



**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 11

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-Second mention**

**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
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Scottish independence	1 *	-	-	-	-	-	1 *	-	1 *	-	-	1 *
No cuts to benefits	* *	-	-	-	-	-	-	-	-	-	* *	-
Other answers	2 *	-	1 *	1 1%	-	-	1 *	-	-	-	1 *	1 *
None/ Don't know	54 5%	7 4%	9 4%	1 2%	3 3%	13 6%	22 5%	8 4%	6 3%	4 3%	9 3%	13 4%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 12

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-Third mention**

**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	1003	476	527	111	154	158	197	179	204	347	205	168	283	251	261	253	147	91	856
Weighted base	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Improving the NHS	166 17%	94 19%	73 14%	20 17%	36 21%	28 16%	35 19%	23 15%	25 12%	48 18%	47 16%	39 18%	33 14%	48 18%	40 15%	45 19%	21 15%	12 15%	146 17%
Improving schools	117 12%	59 12%	59 11%	11 10%	27 16%	28 17%	24 13%	13 9%	13 6%	47 17%	31 11%	20 9%	19 8%	37 13%	28 11%	27 11%	10 7%	16 19%	94 11%
Controlling immigration	116 12%	57 12%	59 11%	8 7%	17 10%	17 10%	23 13%	17 11%	34 15%	17 6%	32 11%	27 13%	39 17%	34 12%	34 13%	28 12%	13 9%	7 8%	106 12%
Dealing with crime	109 11%	43 9%	67 13%	19 16%	17 10%	16 9%	18 10%	23 15%	16 7%	25 9%	30 11%	27 13%	27 12%	28 10%	26 10%	25 11%	27 19%	3 4%	95 11%
Getting the economy growing and creating jobs	105 10%	40 8%	65 13%	7 6%	24 15%	17 10%	17 9%	13 9%	28 13%	28 10%	30 11%	27 13%	20 9%	17 6%	39 15%	23 10%	16 11%	11 13%	93 11%
Protecting the environment	104 10%	47 10%	57 11%	25 21%	14 9%	18 11%	12 6%	11 7%	24 11%	28 10%	33 12%	20 9%	22 9%	25 9%	24 9%	31 13%	19 14%	5 6%	94 11%
Reforming welfare to cut benefit dependency	68 7%	42 9%	26 5%	4 4%	9 5%	13 8%	15 8%	11 7%	16 7%	16 6%	18 6%	15 7%	19 8%	25 9%	15 6%	13 5%	11 8%	5 5%	60 7%
Cutting the deficit and the debt	64 6%	32 7%	31 6%	11 9%	5 3%	18 10%	12 7%	7 5%	11 5%	16 6%	23 8%	16 7%	9 4%	18 6%	21 8%	11 5%	8 5%	6 7%	55 6%
Defending Britain's interests in Europe	43 4%	24 5%	19 4%	1 1%	5 3%	5 3%	9 5%	9 6%	14 6%	17 6%	9 3%	5 2%	12 5%	10 4%	12 4%	11 5%	7 5%	4 5%	38 4%
Housing crisis/lack of housing/ affordable housing	5 1%	1 *	5 1%	1 1%	- -	- -	1 1%	3 2%	1 *	1 1%	3 1%	1 1%	- -	1 *	- -	- -	1 1%	3 4%	2 *
Care of the elderly	2 *	- -	2 *	- -	- -	- -	- -	1 *	2 1%	2 1%	- -	- -	- -	1 *	- -	2 1%	- -	- -	2 *
Taxes	2 *	2 *	- -	- -	1 1%	- -	- -	* *	1 *	2 1%	1 *	- -	- -	- -	- -	* *	1 *	1 1%	* *
The cost of living	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *
Everything / all issues are important	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *
Opportunities for young people	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Scottish independence	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 12

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-Third mention**

**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	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
No cuts to benefits	1 *	1 *	-	-	1 *	-	-	-	-	-	-	-	1 *	1 *	-	-	-	-	1 *
Other answers	5 1%	4 1%	1 *	1 1%	1 1%	-	2 1%	1 *	1 *	2 1%	1 *	1 1%	1 *	2 1%	1 1%	1 *	-	1 2%	4 *
None/ Don't know	92 9%	44 9%	48 9%	10 8%	10 6%	10 6%	14 8%	18 12%	32 15%	21 8%	26 9%	14 6%	31 13%	28 10%	25 9%	22 9%	8 6%	8 10%	79 9%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 12

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-Third mention**

**Base: All respondents**

	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	1003	154	235	46	107	219	454	186	200	96	339	309
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Improving the NHS	166 17%	30 18%	30 14%	15 29%	17 15%	36 16%	80 17%	30 15%	32 19%	25 20%	57 17%	55 17%
Improving schools	117 12%	12 7%	31 15%	7 14%	10 9%	31 14%	58 12%	23 12%	23 14%	17 13%	35 11%	40 12%
Controlling immigration	116 12%	22 13%	21 10%	2 4%	21 19%	28 13%	56 12%	25 12%	19 11%	13 10%	38 12%	35 11%
Dealing with crime	109 11%	12 7%	29 14%	6 11%	9 8%	26 12%	50 11%	15 7%	21 13%	11 9%	31 10%	32 10%
Getting the economy growing and creating jobs	105 10%	14 9%	22 10%	6 12%	14 13%	18 8%	53 11%	19 9%	15 9%	12 10%	36 11%	39 12%
Protecting the environment	104 10%	16 10%	15 7%	10 18%	13 12%	20 9%	48 10%	11 6%	13 8%	15 12%	33 10%	35 11%
Reforming welfare to cut benefit dependency	68 7%	19 11%	12 6%	-	10 9%	15 7%	34 7%	27 13%	9 5%	8 6%	22 7%	23 7%
Cutting the deficit and the debt	64 6%	15 9%	21 10%	3 6%	3 3%	10 5%	29 6%	16 8%	11 7%	8 6%	27 8%	20 6%
Defending Britain's interests in Europe	43 4%	11 6%	6 3%	-	5 5%	14 6%	23 5%	15 7%	6 3%	5 4%	11 3%	14 4%
Housing crisis/lack of housing/ affordable housing	5 1%	1 1%	1 *	-	-	-	3 1%	1 1%	1 *	3 2%	2 1%	3 1%
Care of the elderly	2 *	1 *	-	-	-	2 1%	2 *	1 *	-	2 1%	1 *	-
Taxes	2 *	-	2 1%	-	-	-	1 *	-	1 *	-	1 *	1 *
The cost of living	1 *	-	1 *	-	-	-	1 *	-	-	1 1%	-	1 *
Everything / all issues are important	1 *	-	-	-	-	-	-	-	-	-	-	-
Opportunities for young people	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	-
Scottish independence	1 *	-	-	-	-	-	-	-	-	-	1 *	-

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 12

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-Third mention**

**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	1003	166	212	52	109	223	474	202	168	128	326	323
No cuts to benefits	1 *	-	1 *	-	-	-	1 *	-	-	-	-	1 *
Other answers	5 1%	-	2 1%	1 1%	-	-	-	-	1 1%	-	5 2%	-
None/ Don't know	92 9%	14 8%	20 9%	2 4%	8 7%	23 10%	37 8%	18 9%	16 10%	8 6%	25 8%	23 7%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 13

**Q6. Which of the following do you think is the most important issue facing you and your family?****-Top three mentions****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	1003	476	527	111	154	158	197	179	204	347	205	168	283	251	261	253	147	91	856
Weighted base	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Improving the NHS	574 57%	262 54%	311 61%	63 54%	105 63%	82 48%	101 56%	96 64%	127 58%	165 61%	167 59%	120 56%	122 52%	150 55%	137 52%	142 59%	93 65%	51 62%	488 56%
Getting the economy growing and creating jobs	561 56%	267 55%	294 57%	67 57%	92 55%	100 59%	119 66%	86 58%	97 45%	169 62%	154 54%	121 56%	118 50%	147 54%	155 59%	130 54%	73 51%	56 67%	487 56%
Improving schools	416 41%	186 38%	230 45%	54 46%	96 58%	103 60%	57 32%	51 34%	54 25%	134 50%	112 39%	89 41%	80 34%	111 40%	105 39%	100 42%	61 43%	40 48%	351 40%
Controlling immigration	299 30%	159 33%	140 27%	21 18%	27 16%	44 26%	68 38%	40 27%	99 45%	55 20%	86 30%	75 35%	82 35%	75 27%	95 36%	69 29%	41 29%	18 22%	266 31%
Dealing with crime	257 26%	114 23%	143 28%	41 35%	51 30%	43 25%	34 19%	40 26%	49 22%	58 21%	67 24%	56 26%	76 33%	78 29%	62 23%	62 26%	44 31%	11 14%	232 27%
Protecting the environment	218 22%	103 21%	115 22%	33 28%	36 22%	35 21%	34 19%	30 20%	51 23%	56 21%	72 25%	40 19%	50 21%	55 20%	59 22%	51 21%	42 29%	11 14%	199 23%
Reforming welfare to cut benefit dependency	186 19%	96 20%	90 18%	29 24%	28 17%	29 17%	36 20%	25 17%	40 18%	47 17%	53 19%	36 17%	49 21%	62 23%	37 14%	46 19%	26 18%	15 18%	160 18%
Cutting the deficit and the debt	146 15%	87 18%	59 12%	20 17%	17 10%	37 22%	33 18%	19 13%	21 10%	40 15%	46 16%	37 17%	23 10%	42 15%	45 17%	31 13%	14 10%	13 16%	126 14%
Defending Britain's interests in Europe	115 11%	66 13%	49 9%	3 3%	10 6%	17 10%	27 15%	20 13%	38 17%	34 12%	33 12%	25 12%	23 10%	34 12%	40 15%	23 10%	12 8%	6 8%	105 12%
Housing crisis/lack of housing/ affordable housing	8 1%	2 *	6 1%	1 1%	1 1%	- -	1 1%	4 2%	2 1%	4 1%	3 1%	1 1%	1 *	2 1%	2 1%	- -	1 1%	3 4%	5 1%
The cost of living	8 1%	6 1%	2 *	- -	4 3%	4 2%	- -	- -	- -	4 2%	- -	4 2%	- -	3 1%	3 1%	1 *	- -	1 1%	7 1%
Distribution of wealth	6 1%	4 1%	2 *	- -	3 2%	2 1%	2 1%	- -	- -	3 1%	- -	3 2%	- -	2 1%	1 *	3 1%	- -	1 1%	5 1%
Pensions	6 1%	4 1%	2 *	- -	- -	- -	- -	- -	6 3%	- *	1 *	2 1%	3 1%	- -	4 2%	1 1%	- -	1 1%	6 1%
Taxes	5 *	4 1%	1 *	- -	1 1%	- -	3 2%	* *	1 *	2 1%	3 1%	- -	- -	- -	- -	3 1%	1 *	1 1%	3 *
Care of the elderly	5 *	3 1%	2 *	- -	- -	- -	- -	1 *	4 2%	2 1%	- -	3 1%	- -	1 *	- -	2 1%	3 2%	- -	5 1%
No cuts to benefits	2 *	2 *	- -	- -	1 *	- -	1 1%	* *	- -	* *	- -	1 1%	1 *	1 *	- -	* *	1 1%	- -	1 *

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 13

**Q6. Which of the following do you think is the most important issue facing you and your family?****-Top three mentions****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	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Leaving the EU	2 *	1 *	1 *	- -	- -	- -	- -	1 *	1 *	1 *	1 *	- -	- -	1 *	- -	- -	1 1%	- -	2 *
Opportunities for young people	2 *	1 *	1 *	- -	- -	- -	1 *	- -	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	2 2%
Scottish independence	2 *	- -	2 *	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	2 2%
Everything / all issues are important	1 *	1 *	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	1 *
Transport / transport infrastructure	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
A fairer society	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Other answers	13 1%	9 2%	5 1%	2 1%	2 1%	2 1%	5 3%	2 1%	1 *	8 3%	1 *	1 1%	3 1%	5 2%	3 1%	2 1%	1 *	2 2%	11 1%
None/ Don't know	30 3%	15 3%	15 3%	4 3%	7 4%	2 1%	1 1%	7 5%	9 4%	2 1%	8 3%	6 3%	13 6%	8 3%	8 3%	10 4%	1 1%	3 3%	26 3%

## The Ashcroft National Poll

### CATI Fieldwork : 6th - 8th June 2014

Absolutes/col percents

Table 13

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-Top three mentions**

**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	1003	154	235	46	107	219	454	186	200	96	339	309
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Improving the NHS	574	92	136	32	54	136	277	102	117	79	195	182
	57%	55%	64%	61%	49%	61%	58%	50%	69%	62%	60%	56%
Getting the economy growing and creating jobs	561	97	133	28	47	124	260	124	103	66	197	176
	56%	58%	63%	54%	43%	55%	55%	61%	61%	51%	61%	54%
Improving schools	416	53	105	26	33	93	205	67	83	52	132	140
	41%	32%	50%	49%	30%	42%	43%	33%	49%	41%	40%	43%
Controlling immigration	299	62	35	10	65	67	132	79	37	35	102	87
	30%	38%	17%	19%	60%	30%	28%	39%	22%	27%	31%	27%
Dealing with crime	257	29	55	19	28	59	127	35	39	29	66	87
	26%	18%	26%	35%	26%	26%	27%	18%	23%	23%	20%	27%
Protecting the environment	218	26	48	13	24	36	100	29	33	35	74	80
	22%	16%	23%	25%	22%	16%	21%	14%	20%	28%	23%	25%
Reforming welfare to cut benefit dependency	186	43	31	3	22	44	108	55	26	22	50	73
	19%	26%	15%	6%	21%	20%	23%	27%	15%	17%	15%	22%
Cutting the deficit and the debt	146	35	30	12	12	28	65	41	22	17	57	46
	15%	21%	14%	23%	11%	12%	14%	20%	13%	13%	18%	14%
Defending Britain's interests in Europe	115	31	10	3	24	29	58	36	12	21	35	40
	11%	19%	5%	6%	22%	13%	12%	18%	7%	16%	11%	12%
Housing crisis/lack of housing/ affordable housing	8	1	2	1	-	1	5	2	1	4	3	4
	1%	1%	1%	2%	-	*	1%	1%	*	3%	1%	1%
The cost of living	8	-	6	-	2	-	1	2	2	3	7	1
	1%	-	3%	-	2%	-	*	1%	1%	3%	2%	*
Distribution of wealth	6	-	2	-	2	-	1	2	-	2	3	1
	1%	-	1%	-	2%	-	*	1%	-	2%	1%	*
Pensions	6	-	3	-	2	1	5	-	4	-	2	3
	1%	-	1%	-	2%	1%	1%	-	2%	-	*	1%
Taxes	5	2	2	-	-	1	2	2	1	-	3	1
	*	1%	1%	-	-	*	*	1%	*	-	1%	*
Care of the elderly	5	1	-	3	-	2	2	1	-	4	3	-
	*	*	-	5%	-	1%	*	*	-	3%	1%	-
No cuts to benefits	2	-	2	-	-	-	2	-	1	-	*	2
	*	-	1%	-	-	-	*	-	1%	-	*	1%



**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 13

**Q6. Which of the following do you think is the most important issue facing you and your family?**

**-Top three mentions**

**Base: All respondents**

	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
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Leaving the EU	2*	-	-	-	2	-	1*	-	-	-	1*	1*
					2%						*	*
Opportunities for young people	2*	-	1*	-	-	-	-	-	1*	-	2	-
			*						*		1%	
Scottish independence	2*	-	-	-	-	-	1*	-	1*	-	1*	1*
Everything / all issues are important	1*	-	-	-	-	-	-	-	-	-	-	-
Transport / transport infrastructure	1*	-	-	-	-	1	-	-	-	-	-	-
						1%						
A fairer society	1*	-	-	-	-	-	-	-	-	-	1*	-
											*	
Other answers	13	-	5	2	2	1	3	1	1	3	10	3
	1%	-	2%	4%	1%	*	1%	1%	1%	2%	3%	1%
None/ Don't know	30	5	4	1	-	9	12	5	1	2	4	6
	3%	3%	2%	1%	-	4%	3%	2%	1%	2%	1%	2%

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 14

**Q7. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?**

**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	1003	476	527	111	154	158	197	179	204	347	205	168	283	251	261	253	147	91	856
Weighted base	1003	489	514	118	167	170	181	150	218	271	283	215	233	273	265	239	142	83	871
Cameron & Osborne	429 43%	230 47%	199 39%	46 39%	63 38%	64 37%	75 41%	64 43%	118 54%	135 50%	116 41%	83 38%	96 41%	128 47%	115 44%	92 39%	63 44%	31 37%	381 44%
Miliband & Balls	247 25%	126 26%	121 24%	32 27%	51 31%	49 29%	44 24%	38 25%	32 15%	70 26%	61 21%	63 29%	54 23%	59 22%	61 23%	71 30%	42 29%	14 17%	214 25%
Neither	234 23%	98 20%	136 26%	25 21%	22 13%	45 27%	49 27%	38 26%	55 25%	46 17%	79 28%	48 22%	61 26%	47 17%	66 25%	62 26%	28 19%	31 37%	193 22%
Don't know	93 9%	34 7%	59 11%	15 13%	31 18%	12 7%	13 7%	9 6%	13 6%	21 8%	28 10%	22 10%	22 10%	39 14%	22 8%	14 6%	10 7%	8 9%	83 10%

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 14

**Q7. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?**

**Base: All respondents**

	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	1003	154	235	46	107	219	454	186	200	96	339	309
Weighted base	1003	166	212	52	109	223	474	202	168	128	326	323
Cameron & Osborne	429 43%	148 89%	51 24%	33 64%	61 56%	82 37%	215 45%	179 89%	35 21%	43 33%	155 48%	159 49%
Miliband & Balls	247 25%	3 2%	130 61%	12 23%	17 15%	25 11%	99 21%	4 2%	99 59%	40 31%	117 36%	81 25%
Neither	234 23%	7 4%	20 9%	5 10%	29 27%	77 34%	118 25%	14 7%	27 16%	42 33%	41 13%	62 19%
Don't know	93 9%	7 4%	12 5%	2 3%	2 2%	40 18%	43 9%	5 2%	8 5%	4 3%	13 4%	21 7%

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 15  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Yes	555 55%	612 61%
No	448 45%	391 39%

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 16  
**Is the house or flat in which you live...?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
NET: Owners	626 62%	652 65%
Owned outright - without mortgage	301 30%	331 33%
Owned with a mortgage or loan	325 32%	321 32%
NET: Renters	354 35%	335 33%
Rented from the council	96 10%	141 14%
Rented from a housing association	88 9%	64 6%
Rented from someone else	170 17%	131 13%
Rent free	23 2%	16 2%

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 17  
**How many cars are there in your household?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
None	257 26%	211 21%
1	399 40%	421 42%
2	233 23%	281 28%
3+	114 11%	90 9%
Mean	1.29	1.34
Standard deviation	1.30	1.32
Standard error	0.04	0.04

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 18  
**Current working status**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: Working	596 59%	562 56%
Working full time - working 30 hours per week or more	443 44%	441 44%
Working part time - working between 8 and 29 hours per week	153 15%	120 12%
NET: Not Working	407 41%	441 44%
Not working but seeking work or temporarily unemployed or sick	69 7%	68 7%
Not working and not seeking work/ student	57 6%	69 7%
Retired on a state pension only	122 12%	118 12%
Retired with a private pension	127 13%	150 15%
House person, housewife, househusband, etc.	32 3%	36 4%

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 19  
**SEG**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
NET: AB	347 35%	268 27%
A	95 9%	72 7%
B	252 25%	196 20%
C1	205 20%	278 28%
C2	168 17%	218 22%
D	108 11%	89 9%
E	175 17%	149 15%
NET: DE	283 28%	238 24%



**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 20  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
18-24	111 11%	119 12%
25-34	154 15%	169 17%
35-44	158 16%	169 17%
45-54	197 20%	179 18%
55-64	179 18%	149 15%
65 or older	204 20%	218 22%
Average age	47.65	47.02

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 21  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Male	476 47%	491 49%
Female	527 53%	512 51%

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 22  
**Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Scotland	91 9%	90 9%
North East	40 4%	40 4%
North West	115 11%	110 11%
Yorkshire & Humberside	98 10%	90 9%
West Midlands	99 10%	90 9%
East Midlands	66 7%	70 7%
Wales	56 6%	50 5%
Eastern	96 10%	100 10%
London	119 12%	130 13%
South East	132 13%	140 14%
South West	91 9%	90 9%

**The Ashcroft National Poll**  
**CATI Fieldwork : 6th - 8th June 2014**

Absolutes/col percents

Table 23

**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	1003	1003
Weighted base	1003	1003
Conservative	186 19%	202 20%
Labour	200 20%	168 17%
Liberal Democrat	96 10%	128 13%
Another party	70 7%	54 5%
Didn't vote	350 35%	354 35%
Refused	52 5%	54 5%
Don't know	49 5%	44 4%