

## The Ashcroft National Poll

### CATI Fieldwork : 13th - 15th 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	1001	463	538	85	157	160	212	171	216	327	207	193	274	263	264	241	141	92	860	
Weighted base	1001	492	509	120	170	169	176	148	217	268	280	217	235	272	264	237	140	88	866	
Absolutely certain to vote	(10)	514 51%	263 53%	252 49%	35 29%	73 43%	90 54%	99 56%	85 57%	132 61%	164 61%	153 55%	93 43%	103 44%	137 51%	150 57%	121 51%	67 48%	38 44%	453 52%
	(9)	55 5%	26 5%	29 6%	13 11%	12 7%	9 5%	5 3%	9 6%	7 3%	18 7%	13 5%	14 7%	9 4%	22 8%	11 4%	10 4%	6 4%	6 7%	47 5%
	(8)	93 9%	47 10%	46 9%	11 9%	17 10%	19 11%	16 9%	13 9%	17 8%	22 8%	25 9%	22 10%	24 10%	25 9%	18 7%	21 9%	20 14%	9 11%	82 9%
	(7)	53 5%	22 5%	30 6%	9 8%	8 4%	11 7%	11 6%	4 3%	10 4%	13 5%	15 5%	12 6%	13 6%	15 6%	11 4%	13 5%	6 5%	7 8%	42 5%
	(6)	22 2%	12 2%	10 2%	2 2%	4 2%	4 2%	6 4%	1 1%	4 2%	6 2%	6 2%	6 3%	4 2%	5 2%	4 2%	7 3%	3 2%	4 4%	16 2%
	(5)	81 8%	27 6%	54 11%	14 11%	19 11%	18 11%	7 4%	9 6%	14 6%	14 5%	21 7%	20 9%	26 11%	18 6%	26 10%	13 5%	18 13%	7 8%	69 8%
	(4)	22 2%	13 3%	9 2%	8 6%	5 3%	- -	5 3%	4 2%	1 *	5 2%	8 3%	7 3%	2 1%	4 1%	6 2%	8 4%	* *	3 4%	18 2%
	(3)	26 3%	12 2%	14 3%	6 5%	7 4%	3 2%	4 2%	3 2%	3 1%	6 2%	7 3%	9 4%	4 2%	8 3%	4 1%	9 4%	3 2%	3 3%	21 2%
	(2)	12 1%	7 1%	5 1%	2 1%	1 1%	4 2%	1 1%	- -	4 2%	4 1%	3 1%	2 1%	4 2%	5 2%	5 2%	1 1%	1 1%	- -	11 1%
Definitely would not vote	(1)	119 12%	63 13%	56 11%	21 18%	23 13%	10 6%	20 12%	24 14%	17 11%	27 10%	31 14%	44 19%	31 11%	27 10%	34 14%	17 12%	10 11%	102 12%	
Refused		1 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	
Don't know		4 *	- -	4 1%	- -	- -	1 1%	* -	- -	3 1%	- -	2 1%	- -	1 1%	2 1%	- -	1 *	- -	* *	3 *
Mean		7.62	7.65	7.60	6.39	7.19	8.05	7.83	7.84	8.00	8.34	7.86	7.16	6.95	7.71	7.81	7.43	7.56	7.42	7.67
Standard deviation		3.18	3.25	3.12	3.38	3.28	2.75	3.13	3.24	3.13	2.72	3.05	3.31	3.51	3.15	3.13	3.35	3.12	3.10	3.18
Standard error		0.10	0.15	0.14	0.37	0.26	0.22	0.22	0.25	0.21	0.15	0.21	0.24	0.21	0.20	0.19	0.22	0.26	0.33	0.11

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**Base: All respondents**

		Voting Intention					Swing Vote	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP		DK/Ref	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1001	176	246	38	118	199	457	219	200	92	357	326
Weighted base		1001	171	249	46	110	206	471	207	172	131	341	336
Absolutely certain to vote	(10)	514 51%	117 69%	139 56%	25 54%	71 65%	110 54%	223 47%	157 76%	115 66%	91 70%	238 70%	166 49%
	(9)	55 5%	10 6%	19 8%	4 9%	3 3%	9 5%	34 7%	9 4%	9 5%	12 9%	18 5%	28 8%
	(8)	93 9%	24 14%	21 9%	6 13%	7 6%	23 11%	61 13%	16 8%	15 9%	9 7%	25 7%	45 13%
	(7)	53 5%	7 4%	18 7%	3 7%	3 3%	10 5%	28 6%	3 1%	7 4%	5 4%	20 6%	22 7%
	(6)	22 2%	3 2%	9 4%	1 3%	1 1%	7 3%	16 3%	3 2%	5 3%	2 2%	6 2%	10 3%
	(5)	81 8%	6 3%	28 11%	5 10%	14 13%	18 9%	58 12%	8 4%	13 7%	9 7%	22 6%	40 12%
	(4)	22 2%	3 2%	5 2%	- -	5 4%	7 4%	16 3%	2 1%	2 1%	- -	5 2%	9 3%
	(3)	26 3%	2 1%	8 3%	2 4%	5 4%	7 3%	21 4%	3 1%	1 1%	- -	5 1%	13 4%
	(2)	12 1%	- -	2 1%	- -	1 1%	8 4%	10 2%	1 *	- -	- -	2 1%	2 1%
Definitely would not vote	(1)	119 12%	- -	- -	- -	- -	- -	- -	5 3%	4 2%	1 1%	- -	- -
Refused		1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Don't know		4 *	- -	- -	- -	- -	4 2%	4 1%	- -	1 *	- -	- -	- -
Mean		7.62	9.13	8.42	8.54	8.43	8.19	8.04	9.08	8.81	9.13	8.99	8.24
Standard deviation		3.18	1.57	2.18	2.03	2.44	2.48	2.39	2.06	2.10	1.69	1.85	2.22
Standard error		0.10	0.12	0.14	0.33	0.22	0.18	0.11	0.14	0.15	0.18	0.10	0.12

## The Ashcroft National Poll

### CATI Fieldwork : 13th - 15th 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	1001	463	538	85	157	160	212	171	216	327	207	193	274	263	264	241	141	92	860
Weighted base	1001	492	509	120	170	169	176	148	217	268	280	217	235	272	264	237	140	88	866
Conservative	171 17%	90 18%	81 16%	16 14%	23 14%	27 16%	29 16%	25 17%	51 23%	61 23%	54 19%	25 11%	31 13%	54 20%	51 19%	40 17%	21 15%	6 7%	159 18%
Labour	249 25%	113 23%	136 27%	34 28%	55 32%	51 30%	48 30%	25 17%	36 17%	66 25%	78 28%	59 27%	46 20%	82 30%	59 22%	66 28%	24 17%	18 21%	221 26%
Liberal Democrat	46 5%	27 6%	19 4%	6 5%	6 3%	8 5%	7 4%	8 6%	11 5%	16 6%	12 4%	5 2%	13 5%	12 4%	7 3%	10 4%	11 8%	6 6%	40 5%
SNP	21 2%	11 2%	10 2%	3 2%	4 2%	6 3%	3 2%	3 2%	3 1%	11 4%	4 1%	3 1%	3 1%	-	-	-	-	21 24%	-
Plaid Cymru	6 1%	2 *	5 1%	2 1%	-	1 *	1 1%	-	3 1%	1 *	2 1%	2 1%	2 1%	-	-	-	6 5%	-	-
The UK Independence Party	110 11%	64 13%	46 9%	6 5%	8 5%	20 12%	19 11%	24 16%	33 15%	25 9%	20 7%	33 15%	32 14%	23 8%	35 13%	30 13%	20 14%	2 3%	100 12%
The Green Party	47 5%	14 3%	33 6%	11 9%	8 5%	11 6%	7 4%	6 4%	4 2%	13 5%	20 7%	9 4%	5 2%	12 4%	15 6%	6 3%	12 9%	2 2%	43 5%
The British National Party	6 1%	2 *	3 1%	-	2 1%	2 1%	1 1%	-	1 *	-	1 *	2 1%	3 1%	1 *	-	5 2%	-	-	6 1%
Another party	21 2%	9 2%	12 2%	-	2 1%	5 3%	4 2%	5 4%	4 2%	6 2%	4 1%	3 1%	9 4%	3 1%	6 2%	9 4%	1 *	2 3%	18 2%
Would not vote	119 12%	63 13%	56 11%	21 18%	23 13%	10 6%	20 12%	20 14%	24 11%	17 6%	27 10%	31 14%	44 19%	31 11%	27 10%	34 14%	17 12%	10 11%	102 12%
Refused	71 7%	28 6%	43 8%	1 1%	10 6%	8 5%	10 6%	14 9%	27 13%	21 8%	16 6%	16 7%	18 7%	17 6%	21 8%	18 8%	8 6%	6 7%	63 7%
Don't know	135 13%	68 14%	67 13%	20 17%	29 17%	21 13%	27 15%	17 12%	20 9%	32 12%	43 15%	31 14%	29 13%	38 14%	45 17%	20 8%	20 14%	14 15%	114 13%

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	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	1001	176	246	38	118	199	457	219	200	92	357	326
Weighted base	1001	171	249	46	110	206	471	207	172	131	341	336
Conservative	171 17%	171 100%	-	-	-	-	80 17%	113 55%	9 5%	5 4%	91 27%	80 24%
Labour	249 25%	-	249 100%	-	-	-	109 23%	11 5%	112 65%	43 33%	141 41%	109 32%
Liberal Democrat	46 5%	-	-	46 100%	-	-	25 5%	2 1%	1 *	30 23%	21 6%	25 8%
SNP	21 2%	-	-	-	-	-	10 2%	-	2 1%	1 1%	11 3%	10 3%
Plaid Cymru	6 1%	-	-	-	-	-	2 *	-	-	-	5 1%	2 *
The UK Independence Party	110 11%	-	-	-	110 100%	-	55 12%	38 18%	15 8%	6 4%	55 16%	55 16%
The Green Party	47 5%	-	-	-	-	-	35 7%	4 2%	5 3%	15 11%	12 4%	35 10%
The British National Party	6 1%	-	-	-	-	-	6 1%	2 1%	1 *	-	-	6 2%
Another party	21 2%	-	-	-	-	-	16 3%	2 1%	5 3%	3 2%	5 1%	16 5%
Would not vote	119 12%	-	-	-	-	-	-	5 3%	4 2%	1 1%	-	-
Refused	71 7%	-	-	-	-	71 34%	-	10 5%	2 1%	8 6%	-	-
Don't know	135 13%	-	-	-	-	135 66%	135 29%	21 10%	17 10%	19 14%	-	-

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Table 3

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

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

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

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

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	477	227	251	30	64	85	106	85	107	183	97	83	115	125	123	121	63	44	411
Weighted base	474	243	231	47	71	92	86	71	107	148	137	92	98	132	122	116	66	39	412
Conservative	133 28%	69 28%	63 27%	12 25%	16 23%	20 22%	23 27%	20 29%	41 38%	50 33%	41 30%	18 20%	24 25%	44 33%	40 33%	28 24%	16 25%	5 13%	123 30%
Labour	167 35%	80 33%	87 38%	19 40%	34 48%	36 39%	34 40%	18 26%	26 24%	46 31%	56 41%	35 39%	30 30%	51 39%	42 35%	49 43%	15 23%	10 25%	151 37%
Liberal Democrat	32 7%	20 8%	12 5%	4 8%	4 5%	5 5%	4 5%	8 11%	7 7%	12 8%	9 7%	3 3%	8 8%	8 6%	5 4%	6 5%	8 12%	5 12%	27 7%
SNP	14 3%	8 3%	6 3%	1 2%	1 2%	5 5%	3 3%	2 3%	2 2%	6 4%	3 2%	3 3%	1 2%	- -	- -	- -	- -	14 36%	- -
Plaid Cymru	5 1%	1 *	4 2%	2 3%	- -	1 1%	1 1%	- -	2 2%	1 1%	2 1%	2 2%	1 1%	- -	- -	- -	5 8%	- -	- -
The UK Independence Party	74 16%	46 19%	28 12%	4 8%	6 8%	15 16%	13 15%	15 20%	23 21%	19 13%	11 8%	22 24%	22 23%	17 13%	22 18%	21 18%	13 20%	2 5%	68 16%
The Green Party	32 7%	11 5%	20 9%	6 12%	7 10%	6 7%	4 5%	5 6%	4 3%	9 6%	13 9%	6 6%	4 4%	9 7%	9 8%	4 3%	8 12%	2 5%	29 7%
The British National Party	3 1%	2 1%	2 1%	- -	2 2%	1 2%	* *	- -	* *	- -	* *	1 2%	2 2%	1 1%	- -	3 2%	- -	- -	3 1%
Another party	14 3%	6 3%	8 3%	- -	1 2%	3 4%	3 4%	3 5%	3 3%	5 3%	3 2%	1 2%	6 6%	2 2%	4 3%	6 5%	* 1%	2 4%	12 3%

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

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

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

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	477	136	163	25	81	-	208	148	131	54	270	208
Weighted base	474	133	167	32	74	-	217	139	113	79	257	217
Conservative	133	133	-	-	-	-	59	94	6	4	73	59
	28%	100%	-	-	-	-	27%	68%	5%	5%	29%	27%
Labour	167	-	167	-	-	-	65	9	84	35	102	65
	35%	-	100%	-	-	-	30%	7%	74%	45%	40%	30%
Liberal Democrat	32	-	-	32	-	-	17	2	1	22	15	17
	7%	-	-	100%	-	-	8%	1%	1%	28%	6%	8%
SNP	14	-	-	-	-	-	5	-	2	1	9	5
	3%	-	-	-	-	-	2%	-	2%	1%	3%	2%
Plaid Cymru	5	-	-	-	-	-	1	-	-	-	4	1
	1%	-	-	-	-	-	1%	-	-	-	1%	1%
The UK Independence Party	74	-	-	-	74	-	34	28	12	4	41	34
	16%	-	-	-	100%	-	15%	20%	11%	6%	16%	15%
The Green Party	32	-	-	-	-	-	23	4	5	11	9	23
	7%	-	-	-	-	-	10%	3%	4%	13%	4%	10%
The British National Party	3	-	-	-	-	-	3	2	1	-	-	3
	1%	-	-	-	-	-	2%	1%	1%	-	-	2%
Another party	14	-	-	-	-	-	11	1	3	1	4	11
	3%	-	-	-	-	-	5%	1%	3%	2%	1%	5%

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Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	29%
Labour	35%
Liberal Democrat/ Liberal	8%
Scottish National Party/SNP	3%
Plaid Cymru	1%
The UK Independence Party	15%
The Green Party	6%
Other	3%

**The Ashcroft National Poll**  
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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	683	317	366	54	99	119	147	117	147	245	141	128	169	178	178	171	94	62	588
Weighted base	677	333	344	78	108	130	119	97	145	199	195	139	144	186	172	165	96	58	586
Will definitely vote that way	341 50%	178 53%	163 47%	24 31%	45 42%	60 46%	65 55%	58 60%	88 60%	102 51%	86 44%	75 54%	78 54%	84 45%	90 52%	88 54%	48 50%	30 52%	294 50%
Might end up voting differently	336 50%	156 47%	181 53%	53 69%	63 58%	70 54%	53 45%	39 40%	58 40%	97 49%	109 56%	64 46%	66 46%	102 55%	82 48%	77 46%	48 50%	27 48%	292 50%



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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	683	176	246	38	118	-	326	182	174	72	357	326
Weighted base	677	171	249	46	110	-	336	171	150	102	341	336
Will definitely vote that way	341 50%	91 53%	141 56%	21 45%	55 50%	-	-	93 54%	89 59%	50 49%	341 100%	-
Might end up voting differently	336 50%	80 47%	109 44%	25 55%	55 50%	-	336 100%	78 46%	61 41%	52 51%	-	336 100%

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Absolutes/col percents

Table 6  
**Q5. Which of the following statements do you most agree with?**  
**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	1001	463	538	85	157	160	212	171	216	327	207	193	274	263	264	241	141	92	860
Weighted base	1001	492	509	120	170	169	176	148	217	268	280	217	235	272	264	237	140	88	866
I am satisfied with the job that David Cameron is doing overall as Prime Minister	289 29%	154 31%	135 26%	35 29%	46 27%	50 29%	47 27%	36 25%	75 35%	85 32%	94 33%	50 23%	61 26%	81 30%	71 27%	65 27%	45 32%	27 30%	254 29%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	296 30%	148 30%	148 29%	39 32%	42 24%	49 29%	49 28%	58 39%	59 27%	95 35%	82 29%	60 28%	59 25%	78 29%	93 35%	67 28%	36 26%	22 25%	259 30%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	280 28%	131 27%	149 29%	31 26%	58 34%	56 33%	55 31%	37 25%	44 20%	63 24%	72 26%	75 35%	70 30%	75 28%	65 25%	79 33%	39 27%	23 26%	242 28%
Refused	33 3%	20 4%	13 3%	3 2%	6 3%	5 3%	5 3%	4 3%	10 5%	6 2%	7 3%	8 4%	12 5%	5 2%	9 3%	7 3%	9 6%	3 3%	26 3%
Don't know	102 10%	39 8%	64 13%	12 10%	19 11%	10 6%	20 12%	12 8%	29 13%	19 7%	26 9%	24 11%	33 14%	33 12%	25 10%	19 8%	12 8%	14 15%	84 10%

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Table 6

**Q5. Which of the following statements do you most agree with?****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	1001	176	246	38	118	199	457	219	200	92	357	326
Weighted base	1001	171	249	46	110	206	471	207	172	131	341	336
I am satisfied with the job David Cameron is doing overall as Prime Minister	289 29%	109 64%	38 15%	21 47%	14 13%	60 29%	141 30%	95 46%	28 16%	29 22%	106 31%	99 30%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	296 30%	56 33%	44 18%	12 26%	56 51%	64 31%	174 37%	85 41%	40 23%	40 30%	77 23%	129 38%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	280 28%	3 2%	155 62%	9 20%	21 19%	29 14%	102 22%	17 8%	92 54%	46 35%	133 39%	84 25%
Refused	33 3%	- -	3 1%	3 6%	4 4%	13 6%	6 1%	* *	1 1%	4 3%	6 2%	6 2%
Don't know	102 10%	3 1%	9 4%	1 2%	14 12%	39 19%	47 10%	10 5%	10 6%	11 9%	18 5%	19 6%

**The Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th June 2014**

Absolutes/col percents

Table 7

**Q6. Thinking about Britain and the British economy as a whole, and what may happen after the next election in May 2015, do you think you and your family would be better off if we were to have five years of Labour government, or five years of Conservative government or would it make no difference?**

**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	1001	463	538	85	157	160	212	171	216	327	207	193	274	263	264	241	141	92	860
Weighted base	1001	492	509	120	170	169	176	148	217	268	280	217	235	272	264	237	140	88	866
I and my family would be better off under the Conservatives	211 21%	115 23%	96 19%	15 12%	25 15%	29 17%	34 19%	38 26%	70 32%	74 28%	70 25%	31 14%	35 15%	55 20%	66 25%	55 23%	22 15%	13 15%	193 22%
I and my family would be better off under Labour	186 19%	78 16%	108 21%	25 21%	43 25%	39 23%	33 19%	16 11%	30 14%	44 16%	59 21%	44 21%	39 16%	56 21%	44 17%	47 20%	21 15%	17 20%	160 18%
It would make no difference	557 56%	279 57%	278 55%	72 60%	91 54%	95 56%	103 59%	88 60%	107 49%	142 53%	136 48%	132 61%	148 63%	143 53%	142 54%	127 54%	93 66%	52 59%	471 54%
Don't know	47 5%	20 4%	27 5%	8 7%	11 6%	6 4%	6 3%	6 4%	10 5%	9 3%	16 6%	9 4%	13 6%	17 6%	12 5%	8 3%	5 4%	6 6%	41 5%

**The Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th June 2014**

Absolutes/col percents

Table 7

**Q6. Thinking about Britain and the British economy as a whole, and what may happen after the next election in May 2015, do you think you and your family would be better off if we were to have five years of Labour government, or five years of Conservative government or would it make no difference?**

**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	1001	176	246	38	118	199	457	219	200	92	357	326
Weighted base	1001	171	249	46	110	206	471	207	172	131	341	336
I and my family would be better off under the Conservatives	211 21%	112 66%	5 2%	10 22%	25 23%	37 18%	78 17%	111 54%	9 5%	22 17%	103 30%	60 18%
I and my family would be better off under Labour	186 19%	1 1%	112 45%	5 11%	15 14%	18 9%	75 16%	11 5%	68 39%	29 22%	84 25%	65 19%
It would make no difference	557 56%	54 32%	129 52%	28 60%	69 63%	123 60%	286 61%	78 38%	93 54%	74 57%	152 45%	200 59%
Don't know	47 5%	3 2%	3 1%	3 6%	1 1%	28 14%	31 7%	7 3%	3 2%	5 4%	2 1%	12 4%

**The Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th June 2014**

Absolutes/col percents

Table 8  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Yes	575 57%	611 61%
No	426 43%	390 39%

**The Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th June 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Owners	635 63%	651 65%
Owned outright - without mortgage	277 28%	330 33%
Owned with a mortgage or loan	358 36%	320 32%
NET: Renters	348 35%	336 34%
Rented from the council	107 11%	140 14%
Rented from a housing association	85 8%	63 6%
Rented from someone else	156 16%	133 13%
Rent free	18 2%	15 1%

**The Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th June 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
None	205 20%	210 21%
1	402 40%	420 42%
2	299 30%	280 28%
3+	95 9%	90 9%
Mean	1.33	1.30
Standard deviation	1.08	1.08
Standard error	0.03	0.03



**The Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th June 2014**

Absolutes/col percents

Table 11  
**Current working status**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Working	600 60%	560 56%
Working full time - working 30 hours per week or more	442 44%	440 44%
Working part time - working between 8 and 29 hours per week	158 16%	120 12%
NET: Not Working	401 40%	441 44%
Not working but seeking work or temporarily unemployed or sick	80 8%	89 9%
Not working and not seeking work/ student	41 4%	52 5%
Retired on a state pension only	109 11%	100 10%
Retired with a private pension	130 13%	150 15%
House person, housewife, househusband, etc.	41 4%	50 5%

**The Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th June 2014**

Absolutes/col percents

Table 12  
**SEG**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
NET: AB	327 33%	268 27%
A	100 10%	85 8%
B	227 23%	183 18%
C1	207 21%	278 28%
C2	193 19%	218 22%
D	116 12%	95 9%
E	158 16%	143 14%
NET: DE	274 27%	238 24%

**The Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th June 2014**

Absolutes/col percents

Table 13

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
18-24	85 8%	119 12%
25-34	157 16%	169 17%
35-44	160 16%	169 17%
45-54	212 21%	178 18%
55-64	171 17%	149 15%
65 or older	216 22%	218 22%
Average age	48.48	47.01

**The Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th June 2014**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	463 46%	491 49%
Female	538 54%	510 51%

**The Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th June 2014**

Absolutes/col percents

Table 15  
**Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Scotland	92 9%	90 9%
North East	41 4%	40 4%
North West	111 11%	110 11%
Yorkshire & Humberside	89 9%	90 9%
West Midlands	92 9%	90 9%
East Midlands	71 7%	70 7%
Wales	49 5%	50 5%
Eastern	101 10%	100 10%
London	118 12%	130 13%
South East	145 14%	140 14%
South West	92 9%	90 9%

**The Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th June 2014**

Absolutes/col percents

Table 16

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

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	219 22%	207 21%
Labour	200 20%	172 17%
Liberal Democrat	92 9%	131 13%
Another party	67 7%	55 6%
Didn't vote	330 33%	346 35%
Refused	50 5%	50 5%
Don't know	43 4%	40 4%