

## The Ashcroft National Poll

### CATI Fieldwork : 27th - 29th 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	1006	478	528	83	157	160	211	173	222	364	225	145	272	263	255	256	149	83	870	
Weighted base	1006	492	514	122	171	169	177	147	220	273	281	216	236	276	262	240	142	87	870	
Absolutely certain to vote	(10)	513 51%	243 49%	270 53%	39 32%	73 43%	80 47%	83 47%	85 58%	153 69%	165 60%	160 57%	92 43%	96 41%	147 53%	146 56%	118 49%	62 44%	40 46%	450 52%
	(9)	46 5%	23 5%	23 4%	7 6%	11 6%	11 7%	3 2%	5 3%	8 4%	14 5%	11 4%	12 6%	8 4%	17 6%	10 4%	8 3%	7 5%	3 4%	41 5%
	(8)	87 9%	43 9%	44 9%	18 15%	14 8%	16 10%	11 6%	14 10%	14 6%	30 11%	14 5%	23 11%	20 9%	22 8%	23 9%	21 9%	17 12%	4 4%	80 9%
	(7)	33 3%	19 4%	13 3%	7 5%	8 5%	5 3%	5 3%	2 2%	6 3%	7 3%	10 3%	10 5%	6 3%	11 4%	7 3%	5 2%	4 3%	5 6%	25 3%
	(6)	41 4%	18 4%	23 5%	8 7%	5 3%	11 6%	5 3%	4 2%	7 3%	9 3%	10 4%	14 6%	8 4%	13 5%	6 2%	6 3%	5 4%	11 13%	30 3%
	(5)	82 8%	34 7%	48 9%	13 10%	18 10%	10 6%	16 9%	13 9%	12 6%	11 4%	21 8%	24 11%	26 11%	10 4%	27 10%	22 9%	12 9%	11 13%	66 8%
	(4)	19 2%	5 1%	14 3%	6 5%	1 1%	1 1%	6 3%	- 2%	4 2%	2 1%	5 2%	5 2%	7 3%	5 2%	1 1%	7 3%	5 3%	1 1%	18 2%
	(3)	19 2%	12 3%	7 1%	- -	11 6%	1 *	3 2%	2 2%	1 1%	4 2%	7 2%	2 1%	6 2%	8 3%	5 2%	4 2%	2 1%	1 1%	17 2%
	(2)	14 1%	7 1%	8 1%	5 4%	1 1%	2 1%	3 2%	- -	3 2%	3 1%	7 2%	- -	5 2%	4 2%	3 1%	5 2%	2 1%	* *	14 2%
Definitely would not vote	(1)	139 14%	79 16%	61 12%	19 15%	27 16%	28 17%	39 22%	19 13%	8 3%	27 10%	35 12%	30 14%	48 20%	34 12%	33 13%	40 17%	23 17%	9 10%	118 14%
Refused		8 1%	6 1%	2 *	- -	1 *	4 2%	- -	* *	3 1%	1 *	2 1%	3 2%	2 1%	1 *	- -	4 2%	2 1%	1 1%	7 1%
Don't know		6 1%	4 1%	1 *	- -	1 1%	- -	2 1%	2 1%	1 *	1 *	- -	1 *	4 2%	3 1%	1 *	* *	- -	1 1%	5 1%
Mean		7.48	7.34	7.61	6.68	6.99	7.36	6.72	7.88	8.73	8.19	7.64	7.29	6.61	7.70	7.72	7.18	7.12	7.42	7.53
Standard deviation		3.31	3.43	3.19	3.27	3.43	3.40	3.72	3.19	2.41	2.96	3.31	3.18	3.61	3.25	3.22	3.50	3.42	3.01	3.30
Standard error		0.11	0.16	0.14	0.36	0.28	0.27	0.26	0.24	0.16	0.16	0.22	0.27	0.22	0.20	0.20	0.22	0.28	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		1006	191	209	55	98	218	467	207	192	104	316	335
Weighted base		1006	195	204	60	103	212	482	202	168	127	301	354
Absolutely certain to vote	(10)	513 51%	135 69%	125 61%	33 55%	62 60%	108 51%	225 47%	141 70%	116 69%	94 74%	230 76%	176 50%
	(9)	46 5%	14 7%	9 4%	- -	6 6%	15 7%	29 6%	11 5%	7 4%	3 2%	11 4%	19 5%
	(8)	87 9%	19 10%	15 7%	6 11%	14 14%	23 11%	56 12%	21 10%	18 11%	7 5%	25 8%	39 11%
	(7)	33 3%	5 3%	12 6%	5 8%	1 1%	8 4%	21 4%	7 4%	5 3%	1 1%	10 3%	15 4%
	(6)	41 4%	11 6%	15 7%	2 3%	2 1%	5 3%	36 8%	7 3%	4 2%	4 3%	5 2%	31 9%
	(5)	82 8%	7 4%	20 10%	6 10%	10 10%	23 11%	67 14%	4 2%	12 7%	10 8%	11 4%	48 13%
	(4)	19 2%	1 *	3 2%	6 10%	3 3%	6 3%	16 3%	1 1%	1 1%	4 3%	2 1%	10 3%
	(3)	19 2%	2 1%	4 2%	2 3%	2 2%	6 3%	16 3%	1 1%	1 1%	2 1%	3 1%	10 3%
	(2)	14 1%	1 1%	2 1%	* 1%	3 3%	4 2%	11 2%	1 1%	2 1%	- -	3 1%	7 2%
Definitely would not vote	(1)	139 14%	-	-	-	-	-	-	5 3%	2 1%	4 3%	-	-
Refused		8 1%	-	-	-	-	8 4%	-	2 1%	-	-	-	-
Don't know		6 1%	-	-	-	-	6 3%	6 1%	-	1 1%	-	-	-
Mean		7.48	9.09	8.58	8.11	8.49	8.34	7.95	9.00	8.94	8.81	9.23	8.05
Standard deviation		3.31	1.67	2.09	2.42	2.32	2.31	2.40	2.01	1.97	2.32	1.67	2.35
Standard error		0.11	0.12	0.14	0.33	0.23	0.16	0.11	0.14	0.14	0.23	0.09	0.13

## The Ashcroft National Poll

### CATI Fieldwork : 27th - 29th 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	1006	478	528	83	157	160	211	173	222	364	225	145	272	263	255	256	149	83	870
Weighted base	1006	492	514	122	171	169	177	147	220	273	281	216	236	276	262	240	142	87	870
Conservative	195 19%	94 19%	101 20%	23 19%	29 17%	25 15%	28 16%	31 21%	58 26%	75 28%	50 18%	40 19%	30 13%	77 28%	52 20%	28 12%	28 20%	10 11%	179 21%
Labour	204 20%	87 18%	117 23%	32 26%	43 25%	38 23%	28 16%	23 15%	40 18%	52 19%	58 21%	45 21%	49 21%	47 17%	64 24%	56 23%	18 13%	19 22%	176 20%
Liberal Democrat	60 6%	33 7%	26 5%	12 10%	12 7%	10 6%	7 4%	9 6%	10 4%	18 7%	21 7%	5 2%	16 7%	18 6%	14 5%	13 5%	12 9%	3 3%	54 6%
SNP	19 2%	10 2%	9 2%	- -	2 1%	4 2%	3 2%	3 2%	8 4%	8 3%	3 1%	3 2%	5 2%	- -	- -	- -	- -	19 22%	- -
Plaid Cymru	4 *	1 *	3 1%	2 2%	- -	- -	1 1%	1 1%	- -	- -	1 *	- -	4 2%	- -	- -	- -	4 3%	- -	- -
The UK Independence Party	103 10%	63 13%	40 8%	9 7%	8 5%	11 6%	22 13%	26 18%	27 12%	11 4%	40 14%	33 15%	20 8%	30 11%	32 12%	20 9%	20 14%	1 1%	99 11%
The Green Party	45 4%	17 3%	28 5%	5 4%	14 8%	8 5%	10 5%	3 2%	5 2%	18 7%	12 4%	8 4%	7 3%	15 6%	9 3%	12 5%	7 5%	2 2%	43 5%
The British National Party	5 1%	5 1%	* *	- -	* *	- -	2 1%	2 1%	1 *	* *	- -	4 2%	1 *	2 1%	* *	3 1%	- -	- -	5 1%
Another party	19 2%	3 1%	16 3%	2 2%	3 2%	2 1%	7 4%	2 1%	3 2%	6 2%	6 2%	3 1%	4 2%	3 1%	2 1%	7 3%	3 2%	4 4%	15 2%
Would not vote	139 14%	79 16%	61 12%	19 15%	27 16%	28 17%	39 22%	19 13%	8 3%	27 10%	35 12%	30 14%	48 20%	34 12%	33 13%	40 17%	23 17%	9 10%	118 14%
Refused	83 8%	43 9%	40 8%	2 2%	7 4%	22 13%	7 4%	13 9%	33 15%	24 9%	21 7%	15 7%	23 10%	13 5%	22 8%	25 10%	10 7%	14 16%	68 8%
Don't know	128 13%	56 11%	72 14%	16 13%	26 15%	21 12%	23 13%	15 10%	27 12%	33 12%	35 12%	30 14%	30 13%	39 14%	33 13%	35 15%	14 10%	7 9%	116 13%

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**Base: All respondents**

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1006	191	209	55	98	218	467	207	192	104	316	335
Weighted base	1006	195	204	60	103	212	482	202	168	127	301	354
Conservative	195 19%	195 100%	-	-	-	-	92 19%	132 65%	2 1%	25 19%	103 34%	92 26%
Labour	204 20%	-	204 100%	-	-	-	105 22%	4 2%	116 69%	18 15%	99 33%	105 30%
Liberal Democrat	60 6%	-	-	60 100%	-	-	40 8%	3 2%	4 3%	33 26%	19 6%	40 11%
SNP	19 2%	-	-	-	-	-	9 2%	1 *	1 *	-	10 3%	9 3%
Plaid Cymru	4 *	-	-	-	-	-	4 1%	-	1 *	-	-	4 1%
The UK Independence Party	103 10%	-	-	-	103 100%	-	52 11%	27 14%	14 8%	9 7%	51 17%	52 15%
The Green Party	45 4%	-	-	-	-	-	31 7%	3 1%	4 2%	15 12%	14 4%	31 9%
The British National Party	5 1%	-	-	-	-	-	4 1%	-	1 1%	-	1 *	4 1%
Another party	19 2%	-	-	-	-	-	14 3%	2 1%	4 3%	1 1%	5 2%	14 4%
Would not vote	139 14%	-	-	-	-	-	-	5 3%	2 1%	4 3%	-	-
Refused	83 8%	-	-	-	-	83 39%	-	5 3%	2 1%	3 2%	-	-
Don't know	128 13%	-	-	-	-	128 61%	128 27%	19 9%	18 11%	20 16%	-	-

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Table 3

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

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

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

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

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	459	217	242	33	67	64	91	86	118	189	109	64	97	136	119	103	67	34	400
Weighted base	456	220	236	50	73	68	71	74	121	144	135	94	84	139	128	95	64	32	403
Conservative	150 33%	74 33%	77 32%	16 33%	22 30%	19 28%	20 28%	26 34%	48 40%	61 42%	39 29%	29 31%	21 25%	60 44%	40 31%	22 23%	21 32%	7 21%	138 34%
Labour	141 31%	60 27%	81 34%	19 39%	25 35%	27 40%	19 27%	17 23%	32 26%	39 27%	39 29%	33 35%	30 36%	33 24%	48 37%	38 41%	12 20%	9 27%	124 31%
Liberal Democrat	37 8%	22 10%	15 6%	4 8%	9 12%	7 11%	3 5%	6 9%	7 6%	13 9%	13 10%	3 3%	8 9%	12 9%	9 7%	7 8%	7 10%	2 6%	33 8%
SNP	11 3%	7 3%	5 2%	- -	1 2%	1 2%	2 2%	2 3%	5 4%	7 5%	2 1%	1 1%	2 2%	- -	- -	- -	- -	11 36%	- -
Plaid Cymru	4 1%	1 *	3 1%	2 4%	- -	- -	1 1%	1 2%	- -	- -	1 *	- -	3 4%	- -	- -	- -	4 6%	- -	- -
The UK Independence Party	72 16%	42 19%	30 13%	5 10%	6 8%	7 10%	16 23%	17 23%	21 17%	8 5%	27 20%	23 25%	13 16%	23 17%	23 18%	12 13%	12 19%	1 2%	69 17%
The Green Party	30 6%	12 5%	18 8%	3 5%	8 11%	6 9%	5 7%	3 4%	5 4%	12 9%	9 6%	4 4%	5 5%	9 6%	7 5%	8 9%	5 8%	1 2%	29 7%
The British National Party	1 *	1 *	* *	- -	* *	- -	* *	* *	* *	* *	- -	* 1%	* 1%	* *	* *	1 1%	- -	- -	1 *
Another party	11 2%	2 1%	9 4%	* *	2 3%	* 1%	4 6%	2 2%	2 2%	3 2%	5 4%	1 1%	2 2%	1 1%	* *	5 5%	3 4%	2 6%	9 2%

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

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

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

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	459	148	145	34	69	-	208	144	126	62	250	208
Weighted base	456	150	141	37	72	-	218	139	113	77	238	218
Conservative	150	150	-	-	-	-	64	107	2	20	86	64
	33%	100%	-	-	-	-	29%	77%	2%	26%	36%	29%
Labour	141	-	141	-	-	-	63	3	90	15	78	63
	31%	-	100%	-	-	-	29%	2%	80%	20%	33%	29%
Liberal Democrat	37	-	-	37	-	-	24	2	3	24	14	24
	8%	-	-	100%	-	-	11%	1%	3%	32%	6%	11%
SNP	11	-	-	-	-	-	5	1	1	-	7	5
	3%	-	-	-	-	-	2%	1%	*	-	3%	2%
Plaid Cymru	4	-	-	-	-	-	4	-	1	-	-	4
	1%	-	-	-	-	-	2%	-	1%	-	-	2%
The UK Independence Party	72	-	-	-	72	-	33	22	10	6	39	33
	16%	-	-	-	100%	-	15%	16%	9%	8%	16%	15%
The Green Party	30	-	-	-	-	-	18	2	4	11	11	18
	6%	-	-	-	-	-	8%	2%	3%	14%	5%	8%
The British National Party	1	-	-	-	-	-	1	-	*	-	*	1
	*	-	-	-	-	-	*	-	*	-	*	*
Another party	11	-	-	-	-	-	8	2	3	*	3	8
	2%	-	-	-	-	-	3%	1%	2%	*	1%	3%

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Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	33%
Labour	31%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	2%
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					
	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	651	305	346	57	103	92	135	113	151	249	152	93	157	185	165	150	97	54	565
Weighted base	655	314	341	85	111	98	108	100	152	189	191	141	135	191	174	140	94	57	570
Will definitely vote that way	301	161	140	22	45	37	55	55	87	89	84	67	61	95	81	63	36	26	262
	46%	51%	41%	26%	40%	38%	51%	55%	57%	47%	44%	47%	45%	50%	46%	45%	39%	45%	46%
Might end up voting differently	354	153	201	63	66	61	53	45	65	99	106	74	74	95	93	77	57	31	307
	54%	49%	59%	74%	60%	62%	49%	45%	43%	53%	56%	53%	55%	50%	54%	55%	61%	55%	54%



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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	651	191	209	55	98	-	335	178	164	81	316	335
Weighted base	655	195	204	60	103	-	354	172	147	101	301	354
Will definitely vote that way	301	103	99	19	51	-	-	103	80	32	301	-
	46%	53%	48%	33%	49%	-	-	60%	54%	32%	100%	-
Might end up voting differently	354	92	105	40	52	-	354	69	67	68	-	354
	54%	47%	52%	67%	51%	-	100%	40%	46%	68%	-	100%

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Table 6

**Q5. Which of the following would you most like to see as the outcome of the next general election ...**

**Base: All respondents**

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1006	478	528	83	157	160	211	173	222	364	225	145	272	263	255	256	149	83	870
Weighted base	1006	492	514	122	171	169	177	147	220	273	281	216	236	276	262	240	142	87	870
A Conservative government	250 25%	135 27%	115 22%	28 23%	42 25%	35 21%	42 24%	33 22%	70 32%	87 32%	72 26%	52 24%	38 16%	80 29%	77 30%	48 20%	34 24%	10 12%	233 27%
A coalition between the Conservatives and the Liberal Democrats	87 9%	40 8%	47 9%	11 9%	9 5%	25 15%	11 6%	16 11%	17 8%	16 6%	30 11%	27 12%	15 6%	27 10%	24 9%	12 5%	17 12%	8 9%	75 9%
A coalition between Labour and the Liberal Democrats	85 8%	33 7%	52 10%	17 14%	16 10%	13 8%	12 7%	9 6%	17 8%	28 10%	21 7%	12 6%	24 10%	30 11%	22 8%	22 9%	9 6%	2 3%	81 9%
A Labour government	318 32%	160 33%	158 31%	38 31%	66 38%	48 29%	60 34%	45 31%	61 28%	82 30%	85 30%	67 31%	85 36%	80 29%	77 30%	85 36%	44 31%	32 37%	262 30%
Don't know	266 26%	124 25%	142 28%	28 23%	38 22%	48 28%	51 29%	44 30%	56 25%	59 22%	74 26%	59 27%	74 31%	60 22%	62 24%	73 30%	39 27%	33 38%	220 25%

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Table 6

**Q5. Which of the following would you most like to see as the outcome of the next general election ...**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1006	191	209	55	98	218	467	207	192	104	316	335
Weighted base	1006	195	204	60	103	212	482	202	168	127	301	354
A Conservative government	250 25%	151 77%	6 3%	4 6%	36 35%	21 10%	110 23%	140 70%	5 3%	27 21%	110 37%	95 27%
A coalition between the Conservatives and the Liberal Democrats	87 9%	27 14%	7 4%	17 28%	10 10%	15 7%	53 11%	17 8%	5 3%	24 19%	22 7%	45 13%
A coalition between Labour and the Liberal Democrats	85 8%	4 2%	24 12%	25 42%	4 4%	12 6%	58 12%	5 2%	14 8%	31 25%	22 7%	46 13%
A Labour government	318 32%	2 1%	163 80%	10 17%	25 25%	30 14%	140 29%	13 7%	127 76%	28 22%	129 43%	117 33%
Don't know	266 26%	11 6%	5 2%	4 7%	28 27%	134 63%	122 25%	26 13%	17 10%	17 13%	18 6%	50 14%

## The Ashcroft National Poll

### CATI Fieldwork : 27th - 29th June 2014

Absolutes/col percents

Table 7

**Q6. What, if anything, do you think would be different about Britain today if Labour had won the last election and we had had a Labour government since 2010, instead of a Conservative-Lib Dem coalition? If we still had a Labour government, do you think each of the following would be better, worse or not different from the way they are now ...**

**Base: All respondents**

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1006	478	528	83	157	160	211	173	222	364	225	145	272	263	255	256	149	83	870
Weighted base	1006	492	514	122	171	169	177	147	220	273	281	216	236	276	262	240	142	87	870
<b><u>The country's borrowing and debt</u></b>																			
Better	117 12%	60 12%	58 11%	22 18%	29 17%	19 11%	11 6%	17 12%	19 9%	27 10%	33 12%	23 11%	35 15%	29 11%	34 13%	25 10%	16 11%	13 15%	98 11%
Worse	423 42%	231 47%	192 37%	44 36%	68 40%	68 40%	80 45%	62 42%	100 46%	134 49%	131 47%	77 36%	80 34%	132 48%	110 42%	99 41%	54 38%	29 33%	379 44%
Not different	406 40%	170 35%	236 46%	48 39%	68 40%	74 44%	71 40%	60 41%	85 39%	99 36%	107 38%	103 48%	96 41%	105 38%	98 37%	104 43%	61 43%	38 44%	345 40%
Don't know	60 6%	31 6%	28 6%	8 7%	6 4%	8 5%	14 8%	8 5%	15 7%	12 5%	11 4%	12 6%	24 10%	10 4%	20 7%	13 5%	11 7%	7 8%	48 6%
<b><u>The impact of spending cuts</u></b>																			
Better	268 27%	130 27%	138 27%	45 36%	52 31%	55 32%	33 18%	40 27%	44 20%	89 33%	78 28%	47 22%	55 23%	85 31%	65 25%	65 27%	31 22%	22 26%	230 26%
Worse	237 24%	115 23%	122 24%	27 22%	39 23%	28 16%	46 26%	35 24%	62 28%	61 22%	67 24%	54 25%	56 24%	65 24%	64 24%	50 21%	36 25%	22 26%	206 24%
Not different	429 43%	212 43%	217 42%	44 36%	70 41%	77 46%	80 45%	64 43%	94 43%	106 39%	120 43%	107 50%	96 41%	116 42%	108 41%	107 44%	65 46%	34 39%	374 43%
Don't know	72 7%	34 7%	37 7%	7 5%	10 6%	10 6%	19 11%	8 5%	19 9%	17 6%	17 6%	9 4%	29 12%	10 4%	25 10%	18 8%	10 7%	8 10%	61 7%
<b><u>The unemployment rate</u></b>																			
Better	206 21%	104 21%	102 20%	33 27%	36 21%	38 23%	29 16%	28 19%	43 20%	60 22%	59 21%	44 20%	43 18%	62 23%	59 23%	45 19%	22 16%	18 21%	180 21%
Worse	274 27%	142 29%	132 26%	27 22%	45 26%	44 26%	44 25%	45 31%	70 32%	80 29%	82 29%	62 29%	50 21%	93 34%	67 26%	54 22%	35 25%	25 29%	237 27%
Not different	467 46%	218 44%	250 49%	57 47%	85 50%	76 45%	90 51%	69 47%	91 41%	118 43%	131 46%	101 47%	117 50%	113 41%	119 45%	128 53%	72 51%	37 42%	406 47%
Don't know	58 6%	28 6%	30 6%	5 4%	6 3%	12 7%	14 8%	5 3%	17 8%	15 5%	9 3%	9 4%	25 11%	8 3%	17 6%	14 6%	12 9%	7 8%	47 5%

## The Ashcroft National Poll

### CATI Fieldwork : 27th - 29th June 2014

Absolutes/col percents

Table 7

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**Base: All respondents**

	Gender			Age						Class				Region						NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Weighted base	1006	492	514	122	171	169	177	147	220	273	281	216	236	276	262	240	142	87	870	
<b><u>The overall state of the economy</u></b>																				
Better	175 17%	84 17%	90 18%	19 16%	27 16%	30 18%	27 15%	24 17%	47 21%	36 13%	52 18%	44 21%	42 18%	48 17%	48 18%	41 17%	18 13%	19 22%	146 17%	
Worse	364 36%	191 39%	173 34%	34 27%	56 33%	62 37%	58 33%	64 43%	91 41%	114 42%	111 40%	72 33%	66 28%	112 40%	96 37%	84 35%	51 36%	22 25%	326 37%	
Not different	414 41%	195 40%	218 42%	63 52%	79 46%	67 40%	80 45%	54 37%	71 32%	107 39%	110 39%	93 43%	103 44%	107 39%	104 40%	99 41%	66 47%	37 43%	354 41%	
Don't know	54 5%	22 4%	32 6%	6 5%	9 5%	10 6%	13 7%	4 3%	12 5%	15 6%	8 3%	6 3%	24 10%	9 3%	13 5%	16 7%	7 5%	8 10%	44 5%	
<b><u>The issue of managing migration into Britain</u></b>																				
Better	168 17%	67 14%	101 20%	26 21%	24 14%	35 21%	32 18%	21 14%	30 14%	37 14%	57 20%	37 17%	37 16%	42 15%	50 19%	35 15%	26 19%	15 17%	142 16%	
Worse	292 29%	155 32%	136 27%	25 20%	49 29%	43 25%	45 26%	47 32%	83 38%	79 29%	84 30%	64 30%	65 27%	87 32%	84 32%	59 24%	35 24%	27 31%	255 29%	
Not different	482 48%	237 48%	245 48%	64 52%	90 53%	84 50%	82 46%	74 50%	89 40%	142 52%	128 45%	106 49%	107 45%	138 50%	113 43%	127 53%	67 47%	36 42%	425 49%	
Don't know	64 6%	33 7%	31 6%	8 6%	8 5%	7 4%	18 10%	6 4%	17 8%	16 6%	12 4%	10 4%	27 11%	10 4%	14 5%	19 8%	14 10%	9 10%	49 6%	
<b><u>The problem of some people living on benefits when they are able to work</u></b>																				
Better	169 17%	71 14%	98 19%	16 13%	28 16%	29 17%	30 17%	27 19%	39 18%	41 15%	41 15%	40 18%	47 20%	43 15%	46 17%	38 16%	28 20%	15 17%	143 16%	
Worse	345 34%	195 40%	151 29%	38 31%	68 40%	60 36%	60 34%	47 32%	73 33%	107 39%	110 39%	58 27%	71 30%	118 43%	92 35%	74 31%	43 30%	19 22%	314 36%	
Not different	432 43%	194 39%	238 46%	63 51%	69 41%	73 43%	72 41%	66 45%	88 40%	111 41%	118 42%	108 50%	96 41%	106 38%	108 41%	114 48%	59 42%	45 52%	368 42%	
Don't know	60 6%	32 7%	28 5%	6 5%	6 3%	7 4%	14 8%	7 4%	20 9%	14 5%	13 5%	11 5%	22 9%	10 3%	16 6%	14 6%	12 8%	9 10%	46 5%	

## The Ashcroft National Poll

### CATI Fieldwork : 27th - 29th June 2014

Absolutes/col percents

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**Base: All respondents**

	Gender			Age						Class				Region						NET: Eng-land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		
Weighted base	1006	492	514	122	171	169	177	147	220	273	281	216	236	276	262	240	142	87	870	
<b><u>Public services like the NHS</u></b>																				
Better	311 31%	157 32%	154 30%	44 36%	58 34%	51 30%	52 29%	41 28%	64 29%	94 35%	89 31%	50 23%	78 33%	90 33%	84 32%	78 32%	32 23%	26 30%	275 32%	
Worse	162 16%	74 15%	88 17%	18 14%	27 16%	22 13%	25 14%	28 19%	42 19%	45 17%	55 19%	29 13%	33 14%	51 19%	48 18%	30 13%	24 17%	8 9%	144 17%	
Not different	482 48%	234 48%	248 48%	55 45%	80 47%	89 53%	89 50%	71 48%	98 45%	119 44%	130 46%	124 57%	110 47%	128 46%	115 44%	118 49%	76 54%	45 52%	409 47%	
Don't know	51 5%	26 5%	25 5%	5 4%	6 4%	7 4%	12 7%	6 4%	16 7%	14 5%	8 3%	14 7%	15 6%	7 2%	15 6%	14 6%	9 7%	7 8%	43 5%	
<b><u>The crime rate</u></b>																				
Better	128 13%	62 13%	66 13%	16 13%	25 15%	27 16%	11 6%	26 18%	22 10%	18 7%	39 14%	30 14%	41 17%	30 11%	33 13%	24 10%	22 15%	19 21%	102 12%	
Worse	148 15%	85 17%	63 12%	12 10%	18 11%	25 15%	32 18%	26 17%	36 16%	40 15%	43 15%	31 14%	34 15%	51 18%	35 13%	32 13%	23 16%	8 9%	132 15%	
Not different	672 67%	320 65%	352 69%	86 70%	125 73%	107 63%	120 68%	90 62%	145 66%	199 73%	187 66%	144 67%	142 60%	185 67%	180 69%	168 70%	86 61%	53 61%	588 68%	
Don't know	58 6%	25 5%	33 6%	9 7%	2 1%	10 6%	14 8%	5 3%	18 8%	16 6%	12 4%	11 5%	18 8%	11 4%	13 5%	16 7%	11 8%	7 8%	48 5%	

## The Ashcroft National Poll

### CATI Fieldwork : 27th - 29th June 2014

Absolutes/col percents

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**Base: All respondents**

	<u>Voting Intention</u>						<u>Swing Vote</u>	<u>Vote in 2010</u>			<u>VI Conviction (Q4)</u>	
	<u>Total</u>	<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>DK/Ref</u>		<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>Def vote that way</u>	<u>Might vote diff</u>
Unweighted base	1006	191	209	55	98	218	467	207	192	104	316	335
Weighted base	1006	195	204	60	103	212	482	202	168	127	301	354
<b><u>The country's borrowing and debt</u></b>												
Better	117 12%	6 3%	58 28%	8 14%	5 5%	12 6%	52 11%	6 3%	43 26%	7 5%	49 16%	44 12%
Worse	423 42%	139 71%	42 21%	33 55%	56 54%	87 41%	196 41%	148 73%	43 26%	64 50%	147 49%	147 42%
Not different	406 40%	44 23%	95 47%	18 30%	41 40%	89 42%	208 43%	40 20%	76 45%	55 43%	100 33%	150 42%
Don't know	60 6%	7 4%	9 4%	1 2%	2 2%	24 11%	26 5%	8 4%	6 3%	1 1%	5 2%	13 4%
<b><u>The impact of spending cuts</u></b>												
Better	268 27%	30 16%	100 49%	26 44%	13 13%	36 17%	138 29%	26 13%	85 50%	45 35%	92 30%	114 32%
Worse	237 24%	82 42%	25 12%	9 15%	44 42%	38 18%	112 23%	86 42%	19 11%	24 19%	82 27%	92 26%
Not different	429 43%	78 40%	71 35%	22 37%	43 42%	103 49%	203 42%	81 40%	59 35%	54 43%	123 41%	135 38%
Don't know	72 7%	5 2%	7 3%	2 3%	3 3%	34 16%	29 6%	9 4%	5 3%	4 3%	5 2%	13 4%
<b><u>The unemployment rate</u></b>												
Better	206 21%	16 8%	89 44%	9 16%	19 19%	32 15%	91 19%	16 8%	70 42%	14 11%	85 28%	72 20%
Worse	274 27%	109 56%	14 7%	14 24%	37 36%	51 24%	122 25%	117 58%	15 9%	33 26%	103 34%	90 25%
Not different	467 46%	65 33%	97 48%	34 57%	45 44%	97 46%	250 52%	62 31%	83 49%	74 58%	107 36%	186 52%
Don't know	58 6%	4 2%	4 2%	2 3%	2 2%	31 15%	19 4%	6 3%	1 *	6 4%	5 2%	6 2%

## The Ashcroft National Poll

### CATI Fieldwork : 27th - 29th June 2014

Absolutes/col percents

Table 7

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**Base: All respondents**

	<u>Voting Intention</u>						<u>Swing Vote</u>	<u>Vote in 2010</u>			<u>VI Conviction (Q4)</u>	
	<u>Total</u>	<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>DK/Ref</u>		<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>Def vote that way</u>	<u>Might vote diff</u>
Weighted base	1006	195	204	60	103	212	482	202	168	127	301	354
<b><u>The overall state of the economy</u></b>												
Better	175 17%	18 9%	81 40%	9 16%	12 12%	22 11%	73 15%	13 7%	69 41%	21 17%	80 27%	60 17%
Worse	364 36%	141 72%	16 8%	25 42%	50 48%	70 33%	165 34%	156 77%	18 11%	43 34%	130 43%	124 35%
Not different	414 41%	35 18%	102 50%	25 42%	40 38%	92 43%	226 47%	32 16%	77 46%	59 47%	87 29%	165 47%
Don't know	54 5%	-	5 3%	-	2 2%	27 13%	18 4%	1	4 3%	3 2%	3 1%	6 2%
<b><u>The issue of managing migration into Britain</u></b>												
Better	168 17%	12 6%	74 36%	7 11%	12 12%	29 14%	83 17%	10 5%	61 36%	18 14%	56 19%	63 18%
Worse	292 29%	98 50%	26 13%	17 29%	50 48%	47 22%	133 28%	117 58%	26 16%	29 23%	103 34%	106 30%
Not different	482 48%	84 43%	97 47%	35 58%	38 37%	103 49%	239 50%	70 35%	78 46%	77 60%	137 45%	174 49%
Don't know	64 6%	1 1%	7 4%	1 2%	3 3%	32 15%	27 6%	4 2%	3 2%	4 3%	5 2%	11 3%
<b><u>The problem of some people living on benefits when they are able to work</u></b>												
Better	169 17%	20 10%	68 33%	10 17%	10 10%	21 10%	80 17%	16 8%	52 31%	18 14%	63 21%	66 19%
Worse	345 34%	119 61%	31 15%	18 31%	47 45%	67 32%	158 33%	128 64%	32 19%	44 35%	119 40%	119 34%
Not different	432 43%	53 27%	101 49%	29 49%	38 37%	97 46%	224 47%	53 26%	79 47%	58 46%	110 37%	161 45%
Don't know	60 6%	3 1%	5 2%	2 3%	8 7%	27 13%	19 4%	4 2%	5 3%	7 6%	9 3%	9 2%



## The Ashcroft National Poll

### CATI Fieldwork : 27th - 29th June 2014

Absolutes/col percents

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**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Weighted base	1006	195	204	60	103	212	482	202	168	127	301	354
<b><u>Public services like the NHS</u></b>												
Better	311 31%	17 9%	124 61%	26 43%	24 23%	51 24%	156 32%	21 10%	99 59%	54 42%	108 36%	124 35%
Worse	162 16%	67 34%	9 5%	2 3%	23 22%	32 15%	75 15%	73 36%	9 5%	14 11%	54 18%	56 16%
Not different	482 48%	108 55%	68 33%	31 52%	52 51%	103 49%	233 48%	103 51%	59 35%	55 43%	137 46%	165 47%
Don't know	51 5%	3 1%	2 1%	1 2%	5 5%	25 12%	18 4%	5 2%	2 1%	4 3%	1 *	9 3%
<b><u>The crime rate</u></b>												
Better	128 13%	5 3%	52 25%	6 10%	15 14%	24 11%	57 12%	6 3%	39 23%	8 6%	46 15%	43 12%
Worse	148 15%	45 23%	9 4%	7 11%	24 23%	24 11%	59 12%	54 27%	15 9%	10 7%	55 18%	41 12%
Not different	672 67%	138 71%	140 69%	46 77%	60 58%	140 66%	346 72%	134 66%	112 67%	103 81%	191 64%	261 74%
Don't know	58 6%	7 4%	4 2%	1 2%	5 4%	23 11%	19 4%	7 4%	2 1%	7 6%	8 3%	9 2%

**The Ashcroft National Poll**  
**CATI Fieldwork : 27th - 29th 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	1006	1006
Weighted base	1006	1006
Yes	574 57%	614 61%
No	432 43%	392 39%

**The Ashcroft National Poll**  
**CATI Fieldwork : 27th - 29th 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	1006	1006
Weighted base	1006	1006
NET: Owners	637 63%	654 65%
Owned outright - without mortgage	311 31%	332 33%
Owned with a mortgage or loan	326 32%	322 32%
NET: Renters	346 34%	336 33%
Rented from the council	106 11%	141 14%
Rented from a housing association	91 9%	70 7%
Rented from someone else	149 15%	125 12%
Rent free	23 2%	16 2%

**The Ashcroft National Poll**  
**CATI Fieldwork : 27th - 29th 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	1006	1006
Weighted base	1006	1006
None	269 27%	211 21%
1	377 37%	423 42%
2	265 26%	282 28%
3+	95 9%	91 9%
Mean	1.25	1.31
Standard deviation	1.17	1.10
Standard error	0.04	0.03

**The Ashcroft National Poll**  
**CATI Fieldwork : 27th - 29th June 2014**

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1006	1006
Weighted base	1006	1006
NET: Working	608 60%	563 56%
Working full time - working 30 hours per week or more	474 47%	442 44%
Working part time - working between 8 and 29 hours per week	134 13%	121 12%
NET: Not Working	398 40%	443 44%
Not working but seeking work or temporarily unemployed or sick	75 7%	93 9%
Not working and not seeking work/ student	38 4%	45 5%
Retired on a state pension only	101 10%	93 9%
Retired with a private pension	139 14%	156 15%
House person, housewife, househusband, etc.	45 4%	56 6%

**The Ashcroft National Poll**  
**CATI Fieldwork : 27th - 29th June 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
NET: AB	364 36%	269 27%
A	119 12%	87 9%
B	245 24%	181 18%
C1	225 22%	279 28%
C2	145 14%	219 22%
D	116 12%	99 10%
E	156 16%	140 14%
NET: DE	272 27%	239 24%

**The Ashcroft National Poll**  
**CATI Fieldwork : 27th - 29th June 2014**

Absolutes/col percents

Table 13  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
18-24	83 8%	120 12%
25-34	157 16%	169 17%
35-44	160 16%	169 17%
45-54	211 21%	179 18%
55-64	173 17%	149 15%
65 or older	222 22%	219 22%
Average age	48.68	47.02

**The Ashcroft National Poll**  
**CATI Fieldwork : 27th - 29th June 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
Male	478 48%	493 49%
Female	528 52%	513 51%



**The Ashcroft National Poll**  
**CATI Fieldwork : 27th - 29th June 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
Scotland	83 8%	91 9%
North East	44 4%	40 4%
North West	114 11%	111 11%
Yorkshire & Humberside	98 10%	91 9%
West Midlands	84 8%	91 9%
East Midlands	65 6%	70 7%
Wales	53 5%	50 5%
Eastern	106 11%	101 10%
London	125 12%	131 13%
South East	138 14%	141 14%
South West	96 10%	91 9%

**The Ashcroft National Poll**  
**CATI Fieldwork : 27th - 29th 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	1006	1006
Weighted base	1006	1006
Conservative	207 21%	202 20%
Labour	192 19%	168 17%
Liberal Democrat	104 10%	127 13%
Another party	67 7%	54 5%
Didn't vote	335 33%	360 36%
Refused	65 6%	60 6%
Don't know	36 4%	35 4%