

The Ashcroft National Poll

CATI Fieldwork : 11th - 13th July 2014

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1000	500	500	85	155	188	206	165	201	319	240	227	214	267	256	246	144	87	860	
Weighted base	1000	491	509	123	169	171	176	144	218	274	277	218	231	273	264	237	142	84	867	
Absolutely certain to vote	(10)	519 52%	270 55%	248 49%	36 29%	72 43%	75 44%	102 58%	84 58%	150 69%	161 59%	145 52%	118 54%	95 41%	140 51%	138 52%	123 52%	67 48%	51 61%	446 51%
	(9)	47 5%	23 5%	24 5%	5 4%	10 6%	14 8%	5 3%	6 4%	6 3%	12 4%	17 6%	10 4%	8 3%	18 6%	13 5%	12 5%	2 2%	3 3%	43 5%
	(8)	74 7%	34 7%	40 8%	15 12%	14 8%	11 7%	14 8%	10 7%	10 4%	20 7%	28 10%	19 9%	7 3%	24 9%	20 8%	8 4%	11 8%	10 12%	61 7%
	(7)	44 4%	21 4%	23 5%	4 3%	11 6%	12 7%	5 3%	4 3%	10 4%	14 5%	9 3%	10 5%	12 5%	14 5%	8 3%	8 5%	2 3%	3 3%	39 4%
	(6)	27 3%	16 3%	11 2%	7 5%	4 2%	5 3%	3 2%	6 4%	2 1%	7 3%	7 2%	6 3%	7 3%	5 2%	12 4%	6 3%	2 2%	2 3%	25 3%
	(5)	92 9%	41 8%	51 10%	14 12%	20 12%	17 10%	14 8%	11 8%	16 7%	21 8%	20 7%	17 8%	34 15%	18 7%	31 12%	22 9%	12 9%	8 10%	80 9%
	(4)	18 2%	7 1%	11 2%	6 5%	7 4%	2 1%	- -	- -	3 1%	8 3%	2 1%	2 1%	6 3%	2 1%	3 1%	4 2%	9 6%	- -	13 2%
	(3)	32 3%	15 3%	17 3%	9 7%	5 3%	6 4%	3 2%	5 3%	3 2%	3 1%	11 4%	7 3%	10 4%	9 3%	3 1%	10 4%	4 3%	4 5%	26 3%
	(2)	10 1%	4 1%	6 1%	1 1%	4 3%	1 1%	- -	1 1%	2 1%	3 1%	2 1%	1 1%	3 1%	5 2%	1 *	3 1%	1 1%	1 1%	9 1%
Definitely would not vote	(1)	127 13%	55 11%	72 14%	26 21%	19 11%	22 13%	29 17%	16 11%	16 7%	23 8%	33 12%	27 12%	44 19%	37 14%	27 10%	37 15%	24 17%	2 3%	115 13%
Refused		6 1%	1 *	5 1%	- -	2 1%	3 2%	- -	1 1%	- -	1 *	1 1%	- -	4 2%	1 *	2 1%	3 1%	- -	- -	6 1%
Don't know		3 *	2 *	1 *	- -	- -	1 1%	- -	- -	2 1%	2 1%	1 *	- -	- -	- -	3 1%	- -	- -	- -	3 *
Mean		7.52	7.73	7.32	6.06	7.19	7.32	7.63	7.89	8.43	8.06	7.69	7.67	6.53	7.54	7.75	7.27	6.98	8.35	7.49
Standard deviation		3.27	3.17	3.35	3.47	3.21	3.25	3.42	3.14	2.82	2.94	3.20	3.21	3.57	3.32	3.03	3.48	3.49	2.54	3.30
Standard error		0.10	0.14	0.15	0.38	0.26	0.24	0.24	0.25	0.20	0.17	0.21	0.21	0.25	0.20	0.19	0.22	0.29	0.27	0.11

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Base: All respondents

		Voting Intention					Swing Vote	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP		DK/Ref	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1000	193	252	31	92	226	470	193	208	85	317	339
Weighted base		1000	199	233	39	90	226	483	194	162	122	295	352
Absolutely certain to vote	(10)	519 52%	137 69%	141 61%	23 60%	64 72%	111 49%	222 46%	146 75%	114 70%	91 74%	231 78%	177 50%
	(9)	47 5%	8 4%	14 6%	4 9%	5 6%	12 5%	29 6%	13 7%	8 5%	5 4%	15 5%	20 6%
	(8)	74 7%	14 7%	21 9%	4 9%	2 2%	16 7%	53 11%	11 6%	12 7%	15 12%	15 5%	43 12%
	(7)	44 4%	8 4%	9 4%	4 10%	3 4%	15 7%	32 7%	5 3%	8 5%	2 2%	7 2%	22 6%
	(6)	27 3%	4 2%	13 6%	1 3%	1 1%	8 4%	21 4%	2 1%	6 4%	2 2%	4 1%	15 4%
	(5)	92 9%	21 11%	20 8%	3 7%	10 11%	31 14%	73 15%	8 4%	10 6%	4 3%	14 5%	47 13%
	(4)	18 2%	1 1%	6 2%	- -	2 2%	7 3%	14 3%	1 1%	1 1%	2 1%	4 2%	7 2%
	(3)	32 3%	6 3%	6 3%	- -	2 2%	13 6%	27 6%	2 1%	1 1%	- -	3 1%	16 5%
	(2)	10 1%	1 *	4 2%	* 1%	- -	4 2%	8 2%	- -	1 *	- -	2 1%	4 1%
Definitely would not vote	(1)	127 13%	-	-	-	-	-	-	5 3%	2 1%	2 1%	-	-
Refused		6 1%	-	-	-	-	6 3%	-	-	-	-	-	-
Don't know		3 *	-	-	-	-	3 1%	3 1%	-	-	-	-	-
Mean		7.52	8.83	8.55	8.85	8.90	7.95	7.87	9.14	8.97	9.24	9.28	8.14
Standard deviation		3.27	2.03	2.19	1.77	2.04	2.52	2.45	1.97	1.95	1.65	1.66	2.32
Standard error		0.10	0.15	0.14	0.32	0.21	0.17	0.11	0.14	0.14	0.18	0.09	0.13

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Absolutes/col percents

Table 2

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

	Gender			Age						Class				Region					NET: Eng-land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1000	500	500	85	155	188	206	165	201	319	240	227	214	267	256	246	144	87	860
Weighted base	1000	491	509	123	169	171	176	144	218	274	277	218	231	273	264	237	142	84	867
Conservative	199 20%	105 21%	94 19%	21 17%	25 15%	33 20%	28 16%	33 23%	59 27%	67 25%	53 19%	48 22%	31 13%	51 19%	58 22%	45 19%	31 22%	15 17%	181 21%
Labour	233 23%	111 23%	122 24%	29 24%	47 28%	45 26%	40 23%	34 24%	39 18%	66 24%	66 24%	35 16%	65 28%	58 21%	49 19%	65 27%	33 23%	28 33%	192 22%
Liberal Democrat	39 4%	17 3%	22 4%	4 4%	6 4%	9 5%	5 3%	5 4%	9 4%	16 6%	13 5%	7 3%	3 1%	11 4%	17 6%	8 3%	2 2%	1 1%	38 4%
SNP	15 1%	7 1%	8 2%	3 2%	2 1%	1 1%	3 2%	2 1%	4 2%	4 1%	1 *	5 2%	5 2%	-	-	-	-	-	15 18%
Plaid Cymru	4 *	3 1%	2 *	2 1%	1 1%	-	* *	1 1%	-	2 1%	1 *	2 1%	-	-	-	-	4 3%	-	-
The UK Independence Party	90 9%	56 11%	34 7%	-	15 9%	12 7%	17 10%	22 15%	24 11%	17 6%	22 8%	29 13%	22 10%	20 7%	35 13%	25 11%	9 7%	1 1%	87 10%
The Green Party	38 4%	21 4%	17 3%	7 6%	12 7%	7 4%	6 3%	3 2%	4 2%	12 4%	12 4%	9 4%	6 3%	14 5%	12 5%	8 3%	5 3%	-	36 4%
The British National Party	8 1%	6 1%	2 *	3 3%	2 1%	1 1%	1 *	1 1%	-	-	3 1%	2 1%	3 1%	2 1%	3 1%	3 1%	-	-	8 1%
Another party	20 2%	7 2%	13 3%	-	3 2%	2 1%	6 4%	1 1%	7 3%	4 1%	6 2%	7 3%	3 1%	9 3%	5 2%	4 2%	2 1%	-	19 2%
Would not vote	127 13%	55 11%	72 14%	26 21%	19 11%	22 13%	29 17%	16 11%	16 7%	23 8%	33 12%	27 12%	44 19%	37 14%	27 10%	37 15%	24 17%	2 3%	115 13%
Refused	95 10%	45 9%	50 10%	5 4%	14 8%	14 8%	19 11%	11 7%	32 15%	31 11%	26 9%	18 8%	21 9%	30 11%	24 9%	18 8%	13 9%	11 12%	81 9%
Don't know	131 13%	58 12%	73 14%	23 19%	21 13%	24 14%	21 12%	15 11%	26 12%	33 12%	40 14%	30 14%	27 12%	40 15%	35 13%	24 10%	19 14%	13 15%	111 13%

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Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1000	193	252	31	92	226	470	193	208	85	317	339
Weighted base	1000	199	233	39	90	226	483	194	162	122	295	352
Conservative	199 20%	199 100%	-	-	-	-	103 21%	125 65%	6 4%	18 14%	96 33%	103 29%
Labour	233 23%	-	233 100%	-	-	-	111 23%	10 5%	110 68%	36 29%	122 41%	111 32%
Liberal Democrat	39 4%	-	-	39 100%	-	-	30 6%	1 1%	1 1%	21 17%	9 3%	30 8%
SNP	15 1%	-	-	-	-	-	8 2%	1 1%	2 1%	-	7 2%	8 2%
Plaid Cymru	4 *	-	-	-	-	-	4 1%	1 1%	-	-	-	4 1%
The UK Independence Party	90 9%	-	-	-	90 100%	-	42 9%	26 14%	12 7%	9 7%	47 16%	42 12%
The Green Party	38 4%	-	-	-	-	-	27 6%	4 2%	3 2%	13 11%	11 4%	27 8%
The British National Party	8 1%	-	-	-	-	-	6 1%	1 1%	-	2 2%	2 1%	6 2%
Another party	20 2%	-	-	-	-	-	20 4%	2 1%	3 2%	5 4%	1 *	20 6%
Would not vote	127 13%	-	-	-	-	-	-	5 3%	2 1%	2 1%	-	-
Refused	95 10%	-	-	-	-	95 42%	-	4 2%	2 1%	3 3%	-	-
Don't know	131 13%	-	-	-	-	131 58%	131 27%	13 7%	22 13%	13 11%	-	-

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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	470	250	220	28	69	87	96	88	103	163	112	110	85	122	123	115	62	48	400
Weighted base	457	240	218	39	73	77	81	76	113	136	129	105	87	122	126	108	59	43	396
Conservative	145 32%	78 33%	67 31%	11 28%	15 20%	23 30%	23 28%	25 33%	49 44%	51 37%	39 30%	36 34%	20 23%	37 30%	43 34%	30 27%	23 39%	13 30%	130 33%
Labour	161 35%	80 33%	81 37%	17 44%	29 39%	31 40%	32 39%	23 31%	30 27%	44 32%	49 38%	25 24%	44 50%	43 35%	34 27%	45 41%	21 36%	19 44%	133 34%
Liberal Democrat	28 6%	13 5%	15 7%	2 5%	5 7%	7 10%	2 2%	5 6%	7 7%	13 9%	9 7%	4 4%	2 3%	9 7%	11 9%	6 6%	2 3%	1 2%	27 7%
SNP	10 2%	4 1%	6 3%	1 2%	2 2%	1 2%	1 2%	1 2%	3 3%	3 2%	1 1%	4 4%	2 3%	-	-	-	-	10 23%	-
Plaid Cymru	1 *	1 *	* *	* *	* *	-	* *	1 1%	-	* *	1 1%	* *	-	-	-	-	1 2%	-	-
The UK Independence Party	66 15%	41 17%	25 12%	-	9 13%	8 11%	13 16%	19 25%	16 15%	13 10%	17 13%	24 23%	12 14%	16 13%	26 21%	18 16%	6 11%	1 1%	65 16%
The Green Party	28 6%	15 6%	13 6%	6 15%	9 13%	5 6%	4 5%	1 2%	2 2%	10 7%	7 6%	6 6%	4 5%	9 7%	8 7%	7 6%	4 6%	-	25 6%
The British National Party	4 1%	3 1%	1 1%	2 6%	2 2%	* *	* 1%	* *	-	-	2 2%	1 1%	1 2%	2 1%	2 1%	1 1%	-	-	4 1%
Another party	13 3%	5 2%	8 4%	-	2 3%	1 2%	5 6%	* *	4 4%	3 2%	4 3%	4 4%	1 1%	7 6%	3 2%	2 2%	1 2%	-	11 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 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	470	144	179	22	67	-	217	141	139	59	253	217
Weighted base	457	145	161	28	66	-	222	140	107	84	235	222
Conservative	145	145	-	-	-	-	66	104	4	15	80	66
	32%	100%	-	-	-	-	30%	74%	4%	18%	34%	30%
Labour	161	-	161	-	-	-	67	8	87	26	94	67
	35%	-	100%	-	-	-	30%	5%	81%	31%	40%	30%
Liberal Democrat	28	-	-	28	-	-	21	*	1	18	8	21
	6%	-	-	100%	-	-	9%	*	1%	22%	3%	9%
SNP	10	-	-	-	-	-	5	1	1	-	5	5
	2%	-	-	-	-	-	2%	1%	1%	-	2%	2%
Plaid Cymru	1	-	-	-	-	-	1	*	-	-	-	1
	*	-	-	-	-	-	1%	*	-	-	-	1%
The UK Independence Party	66	-	-	-	66	-	29	21	10	8	37	29
	15%	-	-	-	100%	-	13%	15%	9%	9%	16%	13%
The Green Party	28	-	-	-	-	-	18	3	3	11	9	18
	6%	-	-	-	-	-	8%	2%	3%	13%	4%	8%
The British National Party	4	-	-	-	-	-	3	*	-	2	2	3
	1%	-	-	-	-	-	1%	*	-	2%	1%	1%
Another party	13	-	-	-	-	-	12	2	2	4	*	12
	3%	-	-	-	-	-	5%	2%	2%	5%	*	5%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	32%
Labour	36%
Liberal Democrat/ Liberal	7%
Scottish National Party/SNP	2%
Plaid Cymru	*
The UK Independence Party	14%
The Green Party	6%
Other	4%

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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	656	345	311	48	107	124	125	118	134	220	153	150	133	165	174	164	90	63	560
Weighted base	647	332	314	69	115	111	106	102	144	187	178	143	139	166	178	158	86	59	560
Will definitely vote that way	295	158	137	16	47	50	51	49	83	85	75	72	63	64	83	78	39	30	253
	46%	48%	43%	23%	41%	45%	48%	48%	57%	45%	42%	50%	45%	39%	47%	50%	46%	50%	45%
Might end up voting differently	352	174	178	53	67	61	55	53	61	102	102	72	76	102	95	79	47	29	307
	54%	52%	57%	77%	59%	55%	52%	52%	43%	55%	58%	50%	55%	61%	53%	50%	54%	50%	55%

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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	656	193	252	31	92	-	339	172	176	71	317	339
Weighted base	647	199	233	39	90	-	352	172	136	104	295	352
Will definitely vote that way	295 46%	96 48%	122 52%	9 23%	47 53%	-	-	88 51%	85 62%	34 32%	295 100%	-
Might end up voting differently	352 54%	103 52%	111 48%	30 77%	42 47%	-	352 100%	84 49%	51 38%	70 68%	-	352 100%

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Table 6

Q5. Overall, would you say Britain is going in the right direction, or the wrong direction?

Base: All respondents

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1000	500	500	85	155	188	206	165	201	319	240	227	214	267	256	246	144	87	860
Weighted base	1000	491	509	123	169	171	176	144	218	274	277	218	231	273	264	237	142	84	867
Right direction	394 39%	217 44%	177 35%	47 38%	71 42%	64 38%	58 33%	63 43%	91 42%	129 47%	113 41%	86 40%	66 29%	112 41%	118 45%	82 35%	49 35%	32 39%	347 40%
Wrong direction	527 53%	231 47%	296 58%	65 53%	84 50%	90 53%	108 62%	68 47%	111 51%	123 45%	152 55%	113 52%	139 60%	134 49%	132 50%	144 61%	76 54%	40 47%	460 53%
Don't know	79 8%	43 9%	36 7%	11 9%	13 8%	17 10%	9 5%	13 9%	16 7%	22 8%	12 4%	19 9%	26 11%	27 10%	14 5%	10 4%	16 11%	12 14%	61 7%

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Table 6

Q5. Overall, would you say Britain is going in the right direction, or the wrong direction?
Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1000	193	252	31	92	226	470	193	208	85	317	339
Weighted base	1000	199	233	39	90	226	483	194	162	122	295	352
Right direction	394 39%	144 72%	84 36%	21 55%	20 23%	86 38%	191 40%	122 63%	55 34%	50 41%	140 47%	148 42%
Wrong direction	527 53%	48 24%	130 56%	16 42%	68 76%	108 48%	251 52%	65 34%	99 62%	59 48%	140 47%	184 52%
Don't know	79 8%	7 4%	19 8%	1 3%	1 2%	31 14%	41 8%	7 3%	7 5%	14 11%	16 5%	20 6%

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Table 7

Q6. Below is a list of things about the economy that some people have said concern them at the moment. Which three are of most concern to you?

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	1000	500	500	85	155	188	206	165	201	319	240	227	214	267	256	246	144	87	860
Weighted base	1000	491	509	123	169	171	176	144	218	274	277	218	231	273	264	237	142	84	867
Rising prices	410 41%	176 36%	234 46%	50 40%	55 33%	72 42%	66 38%	69 48%	98 45%	103 38%	103 37%	98 45%	106 46%	99 36%	105 40%	100 42%	74 52%	32 38%	347 40%
Trouble finding a job	310 31%	145 30%	165 32%	57 46%	63 37%	41 24%	56 32%	42 29%	51 23%	59 21%	92 33%	63 29%	97 42%	85 31%	75 28%	80 34%	39 28%	31 37%	265 31%
The level of the country's debts	302 30%	168 34%	134 26%	28 22%	57 34%	58 34%	43 24%	47 33%	70 32%	101 37%	84 30%	69 31%	49 21%	84 31%	76 29%	74 31%	46 32%	22 26%	267 31%
Low interest rates for savings	301 30%	150 31%	151 30%	25 21%	43 25%	30 18%	45 26%	57 40%	100 46%	96 35%	94 34%	68 31%	43 19%	70 26%	84 32%	71 30%	51 36%	26 30%	261 30%
Job insecurity	291 29%	133 27%	158 31%	39 32%	57 34%	61 36%	59 34%	40 28%	34 16%	82 30%	87 31%	59 27%	64 28%	71 26%	80 30%	72 30%	43 30%	25 30%	246 28%
Trouble finding somewhere affordable to live	268 27%	117 24%	151 30%	43 35%	66 39%	39 23%	42 24%	32 22%	46 21%	71 26%	68 25%	59 27%	70 30%	105 39%	49 19%	60 26%	30 21%	23 27%	236 27%
The chance that interest rates may rise	223 22%	111 23%	112 22%	17 14%	39 23%	65 38%	47 27%	33 23%	22 10%	77 28%	60 22%	47 22%	38 16%	73 27%	71 27%	46 20%	20 14%	13 16%	202 23%
Problems getting credit from a bank for a mortgage or personal loan	181 18%	94 19%	87 17%	30 25%	54 32%	34 20%	30 17%	16 11%	17 8%	47 17%	55 20%	38 18%	42 18%	44 16%	53 20%	42 18%	21 15%	21 25%	155 18%
Big loans or credit card debts	84 8%	34 7%	51 10%	11 9%	16 9%	15 9%	15 9%	14 10%	13 6%	29 11%	23 8%	21 9%	11 5%	24 9%	23 9%	16 7%	13 9%	8 9%	71 8%
Difficulty making mortgage payments	76 8%	28 6%	48 9%	12 10%	17 10%	14 8%	16 9%	10 7%	8 4%	20 7%	20 7%	19 9%	17 8%	24 9%	17 6%	18 8%	12 9%	5 6%	67 8%
Problems getting credit from a bank for a business	68 7%	48 10%	20 4%	7 6%	15 9%	13 8%	21 12%	5 4%	7 3%	23 8%	24 9%	13 6%	8 4%	21 8%	16 6%	14 6%	10 7%	8 9%	58 7%
None of the above	62 6%	33 7%	29 6%	9 7%	2 1%	7 4%	15 9%	8 5%	21 10%	12 4%	15 6%	11 5%	23 10%	11 4%	19 7%	18 8%	10 7%	3 4%	55 6%

The Ashcroft National Poll
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Absolutes/col percents

Table 7

Q6. Below is a list of things about the economy that some people have said concern them at the moment. Which three are of most concern to you?

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	1000	193	252	31	92	226	470	193	208	85	317	339
Weighted base	1000	199	233	39	90	226	483	194	162	122	295	352
Rising prices	410 41%	86 43%	95 41%	15 38%	39 43%	88 39%	202 42%	78 40%	79 49%	53 43%	125 42%	150 43%
Trouble finding a job	310 31%	45 23%	96 41%	15 39%	27 30%	56 25%	151 31%	44 23%	52 32%	32 26%	94 32%	115 33%
The level of the country's debts	302 30%	86 43%	49 21%	13 33%	40 44%	50 22%	146 30%	83 43%	36 22%	50 41%	96 32%	121 34%
Low interest rates for savings	301 30%	90 45%	49 21%	8 22%	37 41%	74 33%	155 32%	88 46%	44 27%	48 39%	93 32%	116 33%
Job insecurity	291 29%	42 21%	89 38%	17 43%	30 33%	57 25%	159 33%	48 25%	64 40%	39 32%	83 28%	121 34%
Trouble finding somewhere affordable to live	268 27%	39 20%	81 35%	15 39%	20 23%	47 21%	126 26%	44 23%	49 30%	33 27%	88 30%	95 27%
The chance that interest rates may rise	223 22%	42 21%	50 22%	8 20%	16 17%	57 25%	119 25%	47 24%	37 23%	26 21%	55 19%	81 23%
Problems getting credit from a bank for a mortgage or personal loan	181 18%	41 21%	50 22%	6 15%	8 8%	38 17%	100 21%	28 15%	30 18%	17 14%	47 16%	75 21%
Big loans or credit card debts	84 8%	11 6%	15 6%	4 10%	6 7%	16 7%	34 7%	10 5%	11 7%	12 10%	27 9%	22 6%
Difficulty making mortgage payments	76 8%	11 6%	17 7%	7 18%	10 11%	13 6%	41 9%	10 5%	11 7%	8 7%	22 7%	31 9%
Problems getting credit from a bank for a business	68 7%	16 8%	21 9%	- -	4 4%	16 7%	32 7%	14 7%	14 9%	11 9%	24 8%	22 6%
None of the above	62 6%	6 3%	10 4%	1 4%	4 5%	28 12%	22 4%	6 3%	5 3%	2 2%	15 5%	8 2%

The Ashcroft National Poll
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Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Yes	603 60%	610 61%
No	397 40%	390 39%

The Ashcroft National Poll
CATI Fieldwork : 11th - 13th July 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	1000	1000
Weighted base	1000	1000
NET: Owners	676 68%	650 65%
Owned outright - without mortgage	305 31%	330 33%
Owned with a mortgage or loan	371 37%	320 32%
NET: Renters	296 30%	323 32%
Rented from the council	95 10%	140 14%
Rented from a housing association	78 8%	69 7%
Rented from someone else	123 12%	114 11%
Rent free	28 3%	27 3%

The Ashcroft National Poll
CATI Fieldwork : 11th - 13th July 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	1000	1000
Weighted base	1000	1000
None	214 21%	210 21%
1	437 44%	420 42%
2	255 26%	280 28%
3+	94 9%	90 9%
Mean	1.29	1.32
Standard deviation	1.11	1.10
Standard error	0.04	0.03

The Ashcroft National Poll
CATI Fieldwork : 11th - 13th July 2014

Absolutes/col percents

Table 11
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: Working	633 63%	560 56%
Working full time - working 30 hours per week or more	502 50%	440 44%
Working part time - working between 8 and 29 hours per week	131 13%	120 12%
NET: Not Working	367 37%	440 44%
Not working but seeking work or temporarily unemployed or sick	60 6%	81 8%
Not working and not seeking work/ student	41 4%	55 6%
Retired on a state pension only	76 8%	85 8%
Retired with a private pension	157 16%	177 18%
House person, housewife, househusband, etc.	33 3%	42 4%

The Ashcroft National Poll
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Absolutes/col percents

Table 12
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: AB	319 32%	267 27%
A	87 9%	74 7%
B	232 23%	194 19%
C1	240 24%	277 28%
C2	227 23%	218 22%
D	98 10%	100 10%
E	116 12%	138 14%
NET: DE	214 21%	238 24%

The Ashcroft National Poll
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Absolutes/col percents

Table 13
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	85 9%	119 12%
25-34	155 16%	168 17%
35-44	188 19%	168 17%
45-54	206 21%	178 18%
55-64	165 17%	148 15%
65 or older	201 20%	218 22%
Average age	47.87	47.02

The Ashcroft National Poll
CATI Fieldwork : 11th - 13th July 2014

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	500 50%	490 49%
Female	500 50%	510 51%

The Ashcroft National Poll
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Absolutes/col percents

Table 15
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
Scotland	87 9%	90 9%
North East	42 4%	40 4%
North West	104 10%	110 11%
Yorkshire & Humberside	100 10%	90 9%
West Midlands	91 9%	90 9%
East Midlands	69 7%	70 7%
Wales	53 5%	50 5%
Eastern	96 10%	100 10%
London	126 13%	130 13%
South East	141 14%	140 14%
South West	91 9%	90 9%

The Ashcroft National Poll
CATI Fieldwork : 11th - 13th July 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	1000	1000
Weighted base	1000	1000
Conservative	193 19%	194 19%
Labour	208 21%	162 16%
Liberal Democrat	85 9%	122 12%
Another party	67 7%	52 5%
Didn't vote	337 34%	360 36%
Refused	75 8%	72 7%
Don't know	35 4%	38 4%