

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th 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	515	485	87	151	164	209	174	215	344	196	206	254	274	247	239	145	95	851	
Weighted base	1000	488	512	120	169	168	177	147	218	271	279	214	236	275	264	236	141	84	867	
Absolutely certain to vote	(10)	547 55%	257 53%	290 57%	42 35%	71 42%	84 50%	104 59%	93 63%	154 71%	164 61%	152 55%	118 55%	112 48%	151 55%	151 57%	118 50%	72 51%	54 64%	463 53%
	(9)	56 6%	32 7%	25 5%	4 3%	9 5%	13 8%	10 6%	10 7%	10 5%	23 8%	11 4%	11 5%	11 5%	12 5%	17 6%	18 8%	7 5%	2 2%	53 6%
	(8)	59 6%	23 5%	37 7%	8 7%	12 7%	9 6%	9 5%	9 6%	12 6%	20 7%	16 6%	13 6%	12 5%	17 6%	19 7%	9 4%	11 8%	3 4%	53 6%
	(7)	47 5%	18 4%	29 6%	14 12%	12 7%	6 4%	5 3%	4 3%	5 2%	12 4%	12 4%	8 4%	15 6%	13 5%	12 5%	10 4%	8 6%	4 4%	42 5%
	(6)	34 3%	19 4%	15 3%	16 13%	5 3%	6 4%	3 2%	3 2%	1 1%	10 4%	9 3%	7 3%	8 3%	14 5%	8 3%	4 2%	6 4%	1 1%	28 3%
	(5)	67 7%	28 6%	39 8%	13 11%	10 6%	14 8%	11 6%	10 7%	9 4%	9 3%	28 10%	12 5%	19 8%	19 7%	6 2%	25 11%	11 7%	6 7%	57 7%
	(4)	13 1%	8 2%	5 1%	2 1%	4 2%	* *	3 1%	2 2%	2 1%	2 1%	4 2%	4 2%	2 1%	5 2%	4 1%	4 2%	- -	- -	13 1%
	(3)	32 3%	18 4%	14 3%	6 5%	4 3%	6 4%	6 3%	4 3%	5 2%	6 2%	13 5%	6 3%	7 3%	9 3%	5 2%	9 4%	6 4%	3 3%	29 3%
	(2)	19 2%	12 2%	6 1%	3 2%	6 4%	2 1%	2 1%	2 1%	3 1%	3 1%	2 1%	8 4%	6 2%	2 1%	6 2%	6 2%	5 4%	1 1%	17 2%
Definitely would not vote	(1)	119 12%	69 14%	50 10%	12 10%	34 20%	26 15%	23 13%	10 7%	14 6%	22 8%	28 10%	27 13%	43 18%	28 10%	34 13%	34 14%	15 11%	8 10%	107 12%
Refused		1 *	- -	1 *	- -	- -	- -	* *	- -	1 *	* *	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -
Don't know		6 1%	4 1%	2 *	- -	2 1%	1 1%	- -	1 *	3 1%	1 *	4 1%	1 *	1 *	4 1%	* *	- -	1 *	1 2%	5 1%
Mean		7.68	7.44	7.90	6.86	6.71	7.36	7.76	8.30	8.64	8.31	7.69	7.57	7.02	7.80	7.82	7.31	7.51	8.16	7.61
Standard deviation		3.24	3.42	3.05	3.02	3.65	3.42	3.33	2.83	2.70	2.82	3.15	3.36	3.57	3.09	3.27	3.42	3.25	3.08	3.27
Standard error		0.10	0.15	0.14	0.32	0.30	0.27	0.23	0.22	0.19	0.15	0.23	0.24	0.22	0.19	0.21	0.22	0.27	0.32	0.11

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**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		1000	199	248	51	101	187	420	195	202	111	408	290
Weighted base		1000	205	234	60	99	186	436	210	175	132	391	303
Absolutely certain to vote	(10)	547	144	154	39	69	93	202	160	133	85	302	152
		55%	70%	66%	65%	70%	50%	46%	76%	76%	65%	77%	50%
	(9)	56	9	14	5	6	15	37	10	7	16	17	24
		6%	4%	6%	8%	6%	8%	8%	5%	4%	12%	4%	8%
	(8)	59	20	13	3	5	11	42	15	5	8	16	33
		6%	10%	5%	4%	5%	6%	10%	7%	3%	6%	4%	11%
	(7)	47	8	12	-	4	16	31	9	4	4	14	16
		5%	4%	5%	-	4%	9%	7%	4%	2%	3%	4%	5%
	(6)	34	5	10	3	3	8	22	4	2	9	11	15
		3%	3%	4%	6%	3%	4%	5%	2%	1%	7%	3%	5%
	(5)	67	8	15	6	6	12	51	6	11	3	15	40
		7%	4%	7%	10%	6%	7%	12%	3%	7%	2%	4%	13%
	(4)	13	-	3	3	-	6	10	-	2	1	2	4
		1%	-	1%	4%	-	3%	2%	-	1%	1%	1%	1%
	(3)	32	6	9	*	4	12	21	-	4	1	9	11
		3%	3%	4%	1%	4%	6%	5%	-	3%	1%	2%	3%
	(2)	19	4	3	1	1	7	13	1	-	2	4	8
		2%	2%	1%	2%	1%	4%	3%	1%	-	2%	1%	3%
Definitely would not vote	(1)	119	-	-	-	-	-	-	4	4	4	-	-
		12%	-	-	-	-	-	-	2%	2%	3%	-	-
Refused		1	-	-	-	-	1	-	-	1	-	-	-
		*	-	-	-	-	1%	-	-	*	-	-	-
Don't know		6	-	-	-	-	6	6	-	1	-	-	-
		1%	-	-	-	-	3%	1%	-	*	-	-	-
Mean		7.68	8.99	8.72	8.61	8.90	8.05	7.97	9.24	8.98	8.81	9.17	8.15
Standard deviation		3.24	1.94	2.16	2.27	2.07	2.57	2.46	1.76	2.20	2.22	1.83	2.35
Standard error		0.10	0.14	0.14	0.32	0.21	0.19	0.12	0.13	0.16	0.21	0.09	0.14

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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	515	485	87	151	164	209	174	215	344	196	206	254	274	247	239	145	95	851
Weighted base	1000	488	512	120	169	168	177	147	218	271	279	214	236	275	264	236	141	84	867
Conservative	205 20%	97 20%	108 21%	18 15%	25 15%	27 16%	30 17%	38 26%	67 31%	69 26%	56 20%	37 17%	42 18%	69 25%	55 21%	39 16%	35 25%	8 10%	188 22%
Labour	234 23%	129 26%	105 21%	35 29%	37 22%	42 25%	44 25%	30 20%	46 21%	59 22%	71 25%	45 21%	59 25%	58 21%	53 20%	68 29%	33 23%	22 27%	197 23%
Liberal Democrat	60 6%	22 5%	38 7%	7 6%	10 6%	11 6%	14 8%	8 6%	10 5%	16 6%	18 7%	14 6%	12 5%	22 8%	19 7%	9 4%	5 4%	5 6%	54 6%
SNP	15 2%	6 1%	9 2%	1 1%	1 1%	4 3%	3 2%	4 3%	1 1%	2 1%	9 3%	3 2%	1 *	-	-	-	-	15 18%	-
Plaid Cymru	6 1%	3 1%	3 1%	2 2%	* *	- -	1 *	* *	2 1%	1 *	2 1%	2 1%	1 *	-	-	-	6 4%	-	-
The UK Independence Party	99 10%	45 9%	54 10%	12 10%	5 3%	12 7%	19 11%	21 15%	30 14%	15 5%	29 10%	33 15%	22 9%	28 10%	39 15%	21 9%	10 7%	1 1%	94 11%
The Green Party	48 5%	27 6%	21 4%	14 11%	13 8%	10 6%	6 3%	3 2%	3 1%	20 8%	13 5%	7 3%	7 3%	19 7%	9 3%	10 4%	7 5%	3 3%	44 5%
The British National Party	4 *	3 1%	1 *	- -	2 1%	1 *	1 1%	1 *	- -	1 *	1 *	2 1%	1 *	-	3 1%	1 *	* *	- -	4 *
Another party	23 2%	7 1%	16 3%	2 2%	3 2%	7 4%	2 1%	4 3%	5 2%	4 2%	6 2%	6 3%	6 3%	4 1%	3 1%	9 4%	4 3%	3 4%	19 2%
Would not vote	119 12%	69 14%	50 10%	12 10%	34 20%	26 15%	23 13%	10 7%	14 6%	22 8%	28 10%	27 13%	43 18%	28 10%	34 13%	34 14%	15 11%	8 10%	107 12%
Refused	54 5%	23 5%	31 6%	3 3%	4 2%	6 3%	12 7%	8 5%	22 10%	19 7%	12 4%	10 5%	12 5%	12 4%	16 6%	18 7%	3 2%	5 6%	48 6%
Don't know	132 13%	58 12%	75 15%	13 11%	35 21%	24 14%	23 13%	20 14%	17 8%	42 16%	33 12%	27 13%	30 13%	35 13%	32 12%	29 12%	23 16%	14 17%	111 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	1000	199	248	51	101	187	420	195	202	111	408	290
Weighted base	1000	205	234	60	99	186	436	210	175	132	391	303
Conservative	205 20%	205 100%	-	-	-	-	88 20%	137 65%	5 3%	13 10%	117 30%	88 29%
Labour	234 23%	-	234 100%	-	-	-	87 20%	2 1%	120 68%	36 27%	147 38%	87 29%
Liberal Democrat	60 6%	-	-	60 100%	-	-	39 9%	5 3%	5 3%	35 27%	22 6%	39 13%
SNP	15 2%	-	-	-	-	-	5 1%	-	2 1%	1 1%	10 3%	5 2%
Plaid Cymru	6 1%	-	-	-	-	-	1 *	-	1 1%	-	5 1%	1 *
The UK Independence Party	99 10%	-	-	-	99 100%	-	34 8%	22 10%	14 8%	8 6%	65 17%	34 11%
The Green Party	48 5%	-	-	-	-	-	30 7%	9 4%	2 1%	10 8%	18 5%	30 10%
The British National Party	4 *	-	-	-	-	-	3 1%	-	1 *	-	1 *	3 1%
Another party	23 2%	-	-	-	-	-	18 4%	5 2%	4 2%	1 1%	5 1%	18 6%
Would not vote	119 12%	-	-	-	-	-	-	4 2%	4 2%	4 3%	-	-
Refused	54 5%	-	-	-	-	54 29%	-	1 *	3 2%	2 1%	-	-
Don't know	132 13%	-	-	-	-	132 71%	132 30%	26 12%	14 8%	22 17%	-	-

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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	506	260	246	37	56	81	105	98	128	185	98	110	113	149	124	112	71	49	426
Weighted base	499	240	259	50	64	80	89	83	133	146	142	109	102	145	136	108	68	42	431
Conservative	156 31%	77 32%	79 30%	10 21%	17 26%	20 25%	23 26%	28 34%	57 43%	58 39%	41 29%	28 26%	29 28%	52 36%	44 32%	30 28%	22 32%	7 16%	144 33%
Labour	168 34%	89 37%	79 31%	22 43%	26 41%	30 38%	32 36%	23 28%	34 26%	46 31%	47 33%	33 30%	42 42%	41 28%	40 29%	46 43%	25 36%	16 38%	141 33%
Liberal Democrat	42 8%	14 6%	28 11%	2 4%	6 10%	8 10%	12 13%	7 9%	7 5%	12 8%	16 12%	9 8%	5 5%	17 12%	12 9%	6 5%	3 4%	4 10%	37 9%
SNP	12 2%	5 2%	7 3%	* *	1 1%	3 4%	2 3%	4 5%	1 1%	2 1%	7 5%	3 3%	1 1%	- -	- -	- -	- -	12 29%	- -
Plaid Cymru	5 1%	2 1%	3 1%	2 4%	* 1%	- -	1 1%	* *	2 1%	1 1%	2 2%	2 1%	1 1%	- -	- -	- -	5 8%	- -	- -
The UK Independence Party	74 15%	34 14%	40 15%	5 10%	2 4%	8 10%	14 16%	17 21%	26 20%	12 8%	21 15%	25 23%	16 15%	22 15%	30 22%	16 14%	6 8%	* 1%	71 16%
The Green Party	29 6%	16 6%	13 5%	8 16%	9 13%	7 9%	2 2%	2 2%	2 1%	13 9%	7 5%	6 5%	4 4%	11 8%	6 5%	5 4%	6 9%	1 2%	27 6%
The British National Party	2 *	1 *	1 *	- -	* 1%	1 1%	1 1%	1 1%	- -	1 1%	1 *	* *	1 1%	- -	1 1%	1 1%	* 1%	- -	2 *
Another party	11 2%	3 1%	8 3%	* 1%	2 3%	2 3%	1 2%	2 2%	4 3%	2 1%	2 1%	4 3%	4 4%	1 1%	2 2%	5 5%	1 2%	1 3%	10 2%

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Table 3

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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	506	151	180	36	77	-	187	139	144	71	319	187
Weighted base	499	156	168	42	74	-	193	150	121	84	306	193
Conservative	156	156	-	-	-	-	59	117	4	9	96	59
	31%	100%	-	-	-	-	31%	78%	4%	11%	32%	31%
Labour	168	-	168	-	-	-	55	2	93	30	113	55
	34%	-	100%	-	-	-	29%	1%	77%	36%	37%	29%
Liberal Democrat	42	-	-	42	-	-	26	4	5	29	17	26
	8%	-	-	100%	-	-	13%	3%	4%	34%	5%	13%
SNP	12	-	-	-	-	-	3	-	2	1	9	3
	2%	-	-	-	-	-	1%	-	2%	1%	3%	1%
Plaid Cymru	5	-	-	-	-	-	1	-	1	-	5	1
	1%	-	-	-	-	-	*	-	1%	-	1%	*
The UK Independence Party	74	-	-	-	74	-	22	17	12	7	52	22
	15%	-	-	-	100%	-	11%	12%	10%	8%	17%	11%
The Green Party	29	-	-	-	-	-	19	6	2	7	10	19
	6%	-	-	-	-	-	10%	4%	1%	8%	3%	10%
The British National Party	2	-	-	-	-	-	1	-	*	-	1	1
	*	-	-	-	-	-	1%	-	*	-	*	1%
Another party	11	-	-	-	-	-	8	3	2	1	4	8
	2%	-	-	-	-	-	4%	2%	2%	1%	1%	4%

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Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	32%
Labour	34%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	2%
Plaid Cymru	1%
The UK Independence Party	14%
The Green Party	6%
Other	3%

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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	698	361	337	66	84	114	142	132	160	237	145	151	165	203	167	159	103	66	591
Weighted base	694	338	356	91	96	113	119	110	166	188	206	150	151	201	180	156	100	57	600
Will definitely vote that way	391 56%	207 61%	184 52%	44 48%	43 45%	58 51%	66 56%	65 59%	115 69%	108 57%	105 51%	86 57%	92 61%	115 57%	96 53%	89 57%	58 58%	33 59%	337 56%
Might end up voting differently	303 44%	131 39%	172 48%	48 52%	53 55%	55 49%	53 44%	45 41%	51 31%	80 43%	101 49%	64 43%	58 39%	86 43%	84 47%	68 43%	42 42%	23 41%	264 44%



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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	698	199	248	51	101	-	290	167	180	88	408	290
Weighted base	694	205	234	60	99	-	303	179	154	104	391	303
Will definitely vote that way	391	117	147	22	65	-	-	108	108	50	391	-
	56%	57%	63%	36%	66%	-	-	61%	70%	48%	100%	-
Might end up voting differently	303	88	87	39	34	-	303	71	47	54	-	303
	44%	43%	37%	64%	34%	-	100%	39%	30%	52%	-	100%

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Table 6

**Q5. Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year?**

**-For the country as a whole**

**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	515	485	87	151	164	209	174	215	344	196	206	254	274	247	239	145	95	851	
Weighted base	1000	488	512	120	169	168	177	147	218	271	279	214	236	275	264	236	141	84	867	
NET: Well	671 67%	349 72%	322 63%	69 58%	116 69%	115 69%	110 62%	104 71%	155 71%	192 71%	213 76%	137 64%	129 55%	188 68%	180 68%	147 62%	95 67%	62 74%	583 67%	
Very well	(4) 8%	78 10%	47 6%	31 2%	11 6%	16 10%	13 7%	13 9%	24 11%	19 7%	24 9%	15 7%	20 9%	22 8%	23 9%	15 7%	11 8%	7 8%	70 8%	
Quite well	(3) 59%	593 62%	302 57%	290 56%	67 63%	105 59%	99 55%	98 55%	92 62%	132 60%	173 64%	189 68%	122 57%	108 46%	166 60%	156 59%	131 56%	84 60%	55 65%	514 59%
Quite badly	(2) 23%	226 17%	81 28%	145 28%	34 28%	43 25%	38 23%	50 28%	26 17%	36 17%	58 21%	49 18%	45 21%	73 31%	61 22%	54 21%	66 28%	31 22%	14 16%	197 23%
Very badly	(1) 7%	73 8%	39 8%	34 7%	12 10%	6 3%	14 8%	11 6%	13 9%	18 8%	12 4%	9 3%	23 11%	29 12%	17 6%	23 9%	18 7%	10 7%	6 7%	62 7%
NET: Badly	299 30%	121 25%	179 35%	46 38%	49 29%	52 31%	60 34%	38 26%	54 25%	70 26%	58 21%	69 32%	102 43%	77 28%	77 29%	83 35%	42 29%	20 24%	259 30%	
Don't know	30 3%	18 4%	12 2%	5 4%	4 2%	1 1%	6 3%	5 3%	9 4%	8 3%	8 3%	8 4%	5 2%	10 4%	7 3%	6 2%	5 3%	2 3%	25 3%	
Mean	2.70	2.76	2.64	2.51	2.74	2.71	2.66	2.73	2.77	2.76	2.84	2.62	2.52	2.73	2.70	2.63	2.70	2.77	2.70	
Standard deviation	0.72	0.74	0.70	0.71	0.63	0.76	0.71	0.74	0.76	0.65	0.62	0.78	0.83	0.70	0.76	0.72	0.72	0.71	0.72	
Standard error	0.02	0.03	0.03	0.08	0.05	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.04	0.05	0.05	0.06	0.07	0.03	

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 6

**Q5. Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year?**

**-For the country as a whole**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)		
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff	
Unweighted base	1000	199	248	51	101	187	420	195	202	111	408	290	
Weighted base	1000	205	234	60	99	186	436	210	175	132	391	303	
NET: Well	671	187	141	47	56	121	315	179	102	94	263	230	
	67%	92%	60%	78%	56%	65%	72%	85%	58%	71%	67%	76%	
Very well	(4)	78	33	20	1	5	8	25	31	10	3	45	18
		8%	16%	8%	2%	5%	4%	6%	15%	6%	3%	12%	6%
Quite well	(3)	593	155	122	46	51	113	291	149	91	90	218	212
		59%	76%	52%	76%	51%	61%	67%	71%	52%	68%	56%	70%
Quite badly	(2)	226	11	71	11	34	47	92	22	53	25	92	56
		23%	5%	30%	17%	34%	25%	21%	11%	30%	19%	23%	18%
Very badly	(1)	73	1	15	2	9	9	17	5	17	7	26	13
		7%	1%	7%	3%	9%	5%	4%	2%	10%	5%	7%	4%
NET: Badly		299	12	86	13	43	56	110	27	70	32	118	70
		30%	6%	37%	21%	44%	30%	25%	13%	40%	24%	30%	23%
Don't know		30	5	7	1	-	9	10	3	3	7	10	4
		3%	2%	3%	1%	-	5%	2%	2%	2%	5%	3%	1%
Mean		2.70	3.09	2.64	2.78	2.52	2.68	2.76	2.99	2.55	2.72	2.74	2.78
Standard deviation		0.72	0.49	0.73	0.54	0.74	0.64	0.62	0.60	0.76	0.60	0.75	0.62
Standard error		0.02	0.04	0.05	0.08	0.07	0.05	0.03	0.04	0.05	0.06	0.04	0.04

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 7

**Q5. Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year?**

**-For you and your family**

**Base: All respondents**

	Gender			Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1000	515	485	87	151	164	209	174	215	344	196	206	254	274	247	239	145	95	851	
Weighted base	1000	488	512	120	169	168	177	147	218	271	279	214	236	275	264	236	141	84	867	
NET: Well	683 68%	356 73%	328 64%	81 67%	125 74%	113 67%	108 61%	89 61%	167 77%	198 73%	201 72%	150 70%	134 57%	202 73%	178 68%	154 65%	90 64%	59 71%	599 69%	
Very well	(4) 8%	83 12%	56 5%	27 11%	13 10%	17 10%	14 8%	11 6%	4 3%	24 11%	23 9%	17 8%	19 8%	27 10%	24 9%	18 8%	8 6%	7 8%	75 9%	
Quite well	(3) 60%	600 61%	299 59%	301 56%	67 56%	108 64%	99 59%	97 55%	85 58%	144 66%	173 64%	178 64%	133 62%	116 49%	175 64%	154 59%	136 57%	82 58%	53 63%	524 60%
Quite badly	(2) 24%	236 18%	87 29%	150 27%	32 27%	34 20%	42 25%	56 32%	43 29%	29 13%	58 22%	57 20%	49 23%	72 31%	49 18%	66 25%	66 28%	38 27%	18 21%	203 23%
Very badly	(1) 5%	50 6%	29 4%	21 4%	4 4%	4 2%	11 7%	8 5%	12 8%	11 5%	7 3%	9 3%	11 5%	23 10%	9 3%	15 6%	13 5%	10 7%	4 5%	40 5%
NET: Badly	287 29%	116 24%	170 33%	37 30%	38 22%	54 32%	64 36%	55 37%	40 18%	65 24%	66 24%	60 28%	96 41%	58 21%	80 30%	79 33%	47 33%	22 26%	244 28%	
Don't know	30 3%	16 3%	14 3%	3 3%	6 4%	2 1%	5 3%	3 2%	11 5%	8 3%	12 4%	4 2%	6 2%	15 5%	5 2%	3 1%	4 3%	3 3%	24 3%	
Mean	2.74	2.81	2.67	2.76	2.85	2.70	2.64	2.57	2.87	2.82	2.81	2.74	2.56	2.84	2.73	2.69	2.64	2.76	2.75	
Standard deviation	0.68	0.72	0.64	0.70	0.62	0.72	0.68	0.68	0.67	0.62	0.63	0.68	0.78	0.64	0.71	0.70	0.70	0.68	0.68	
Standard error	0.02	0.03	0.03	0.08	0.05	0.06	0.05	0.05	0.05	0.03	0.05	0.05	0.05	0.04	0.05	0.05	0.06	0.07	0.02	

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 7

**Q5. Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year?**

**-For you and your family**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1000	199	248	51	101	187	420	195	202	111	408	290
Weighted base	1000	205	234	60	99	186	436	210	175	132	391	303
NET: Well	683	185	151	48	54	124	306	171	110	96	277	217
	68%	90%	65%	79%	55%	66%	70%	82%	63%	72%	71%	71%
Very well	(4) 83	21	20	1	6	14	33	22	13	9	34	22
	8%	10%	8%	2%	6%	8%	7%	10%	7%	7%	9%	7%
Quite well	(3) 600	163	132	47	48	109	273	149	97	86	243	195
	60%	80%	56%	77%	49%	59%	63%	71%	55%	65%	62%	64%
Quite badly	(2) 236	13	60	11	36	45	105	28	48	29	81	72
	24%	6%	26%	18%	36%	24%	24%	14%	28%	22%	21%	24%
Very badly	(1) 50	1	16	1	7	8	10	2	15	4	23	7
	5%	*	7%	2%	8%	4%	2%	1%	8%	3%	6%	2%
NET: Badly	287	14	77	12	43	53	115	31	63	34	104	79
	29%	7%	33%	21%	44%	28%	26%	15%	36%	25%	27%	26%
Don't know	30	6	6	-	1	10	15	8	2	3	10	7
	3%	3%	3%	-	1%	5%	3%	4%	1%	2%	2%	2%
Mean	2.74	3.04	2.68	2.80	2.54	2.74	2.78	2.95	2.62	2.78	2.75	2.78
Standard deviation	0.68	0.43	0.73	0.51	0.73	0.67	0.61	0.54	0.75	0.62	0.70	0.61
Standard error	0.02	0.03	0.05	0.07	0.07	0.05	0.03	0.04	0.05	0.06	0.03	0.04

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 8

**Q6. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?**

**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	515	485	87	151	164	209	174	215	344	196	206	254	274	247	239	145	95	851
Weighted base	1000	488	512	120	169	168	177	147	218	271	279	214	236	275	264	236	141	84	867
<b><u>A significant fall in immigration to the UK</u></b>																			
More likely under a Conservative government	343	162	181	49	55	47	57	49	87	111	106	61	65	101	97	73	50	23	301
	34%	33%	35%	41%	32%	28%	32%	33%	40%	41%	38%	28%	28%	37%	37%	31%	36%	28%	35%
More likely under a Labour government	114	60	54	10	17	17	25	19	27	21	27	27	39	23	28	29	19	15	93
	11%	12%	11%	8%	10%	10%	14%	13%	12%	8%	10%	13%	17%	8%	11%	12%	14%	18%	11%
Equally likely under a government of either party	487	249	238	57	85	93	87	70	94	123	134	113	117	139	125	122	60	41	427
	49%	51%	46%	47%	51%	55%	49%	48%	43%	45%	48%	53%	50%	51%	47%	52%	43%	48%	49%
Don't know	56	16	39	5	12	11	8	10	10	16	12	13	15	12	15	13	11	5	46
	6%	3%	8%	4%	7%	6%	4%	7%	5%	6%	4%	6%	6%	4%	6%	5%	8%	6%	5%
<b><u>Higher taxes for people like you</u></b>																			
More likely under a Conservative government	335	151	185	50	51	61	63	46	65	76	103	75	82	81	85	93	52	25	294
	34%	31%	36%	42%	30%	36%	35%	31%	30%	28%	37%	35%	35%	29%	32%	40%	37%	29%	34%
More likely under a Labour government	236	132	104	20	42	35	37	43	59	86	70	35	45	74	72	38	31	20	205
	24%	27%	20%	17%	25%	21%	21%	29%	27%	32%	25%	17%	19%	27%	27%	16%	22%	24%	24%
Equally likely under a government of either party	391	192	199	46	66	69	75	55	79	104	101	95	91	107	98	96	53	35	335
	39%	39%	39%	38%	39%	41%	42%	37%	36%	38%	36%	44%	39%	39%	37%	41%	38%	42%	39%
Don't know	38	13	25	4	9	3	3	4	15	6	6	9	18	12	8	8	6	4	33
	4%	3%	5%	3%	5%	2%	2%	3%	7%	2%	2%	4%	7%	4%	3%	3%	4%	5%	4%
<b><u>Strong economic growth, with more jobs and higher incomes</u></b>																			
More likely under a Conservative government	307	163	144	26	33	52	49	56	91	111	89	55	52	113	86	51	41	16	280
	31%	33%	28%	22%	19%	31%	28%	38%	42%	41%	32%	26%	22%	41%	33%	22%	29%	19%	32%
More likely under a Labour government	225	116	109	44	46	30	31	24	50	47	72	45	61	61	50	65	26	23	193
	23%	24%	21%	36%	27%	18%	18%	17%	23%	17%	26%	21%	26%	22%	19%	27%	18%	28%	22%
Equally likely under a government of either party	432	196	236	48	78	81	90	63	72	101	116	106	109	91	116	111	70	43	361
	43%	40%	46%	40%	46%	48%	51%	43%	33%	37%	42%	49%	46%	33%	44%	47%	50%	52%	42%
Don't know	36	12	24	2	12	5	7	4	6	12	2	8	14	10	11	9	5	2	33
	4%	2%	5%	2%	7%	3%	4%	3%	3%	4%	1%	4%	6%	3%	4%	4%	4%	2%	4%

## The Ashcroft National Poll

### CATI Fieldwork : 25th - 27th July 2014

Absolutes/col percents

Table 8

**Q6. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?**

**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	1000	488	512	120	169	168	177	147	218	271	279	214	236	275	264	236	141	84	867
<b>Higher unemployment</b>																			
More likely under a Conservative government	251 25%	134 28%	116 23%	41 34%	37 22%	37 22%	38 21%	34 23%	64 29%	71 26%	71 25%	46 21%	63 27%	69 25%	62 24%	65 28%	27 19%	28 33%	213 25%
More likely under a Labour government	232 23%	120 25%	111 22%	23 19%	33 20%	38 23%	36 21%	39 26%	62 29%	59 22%	70 25%	55 26%	48 20%	76 28%	62 23%	48 20%	36 25%	10 12%	213 25%
Equally likely under a government of either party	484 48%	225 46%	259 50%	53 44%	89 53%	88 53%	99 56%	70 48%	84 39%	130 48%	135 48%	106 49%	113 48%	121 44%	132 50%	119 50%	68 48%	45 54%	411 47%
Don't know	34 3%	8 2%	26 5%	3 2%	9 6%	5 3%	4 2%	4 3%	8 4%	10 4%	4 1%	8 4%	12 5%	9 3%	8 3%	5 2%	11 8%	1 1%	30 3%
<b>An increase in the country's borrowing and debt</b>																			
More likely under a Conservative government	138 14%	64 13%	74 14%	12 10%	21 12%	24 14%	29 16%	17 12%	36 16%	29 11%	40 14%	30 14%	40 17%	36 13%	31 12%	35 15%	22 16%	15 17%	118 14%
More likely under a Labour government	412 41%	218 45%	195 38%	47 39%	60 35%	65 38%	73 41%	69 47%	98 45%	136 50%	127 45%	78 37%	70 30%	125 46%	124 47%	85 36%	54 38%	25 29%	370 43%
Equally likely under a government of either party	411 41%	197 40%	213 42%	54 45%	77 46%	76 45%	71 40%	57 39%	75 35%	94 35%	111 40%	94 44%	112 48%	104 38%	97 37%	111 47%	54 38%	44 52%	346 40%
Don't know	39 4%	9 2%	30 6%	7 6%	11 7%	4 2%	4 2%	3 2%	9 4%	11 4%	2 1%	13 6%	13 6%	10 4%	11 4%	6 2%	11 8%	1 1%	33 4%
<b>Lower crime rates</b>																			
More likely under a Conservative government	182 18%	95 20%	87 17%	11 10%	21 13%	26 16%	36 20%	32 22%	54 25%	39 15%	61 22%	40 19%	42 18%	56 20%	58 22%	34 15%	24 17%	10 12%	164 19%
More likely under a Labour government	150 15%	72 15%	78 15%	36 30%	28 16%	23 14%	26 14%	15 10%	24 11%	39 14%	50 18%	18 9%	43 18%	41 15%	35 13%	42 18%	21 15%	11 13%	130 15%
Equally likely under a government of either party	627 63%	307 63%	320 62%	69 57%	109 65%	115 69%	112 63%	92 62%	130 59%	181 67%	164 59%	146 68%	136 58%	168 61%	156 59%	153 65%	88 63%	61 73%	535 62%
Don't know	41 4%	13 3%	28 5%	4 4%	11 6%	4 2%	3 2%	9 6%	10 5%	12 4%	5 2%	10 5%	15 6%	10 4%	15 6%	7 3%	8 6%	1 1%	37 4%

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 8

**Q6. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?**

**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	1000	488	512	120	169	168	177	147	218	271	279	214	236	275	264	236	141	84	867
<b>More houses being built</b>																			
More likely under a Conservative government	189 19%	84 17%	104 20%	19 15%	21 13%	31 18%	34 19%	31 21%	52 24%	42 15%	56 20%	49 23%	41 18%	56 20%	64 24%	32 14%	23 16%	13 16%	166 19%
More likely under a Labour government	319 32%	181 37%	137 27%	53 44%	55 33%	42 25%	48 27%	54 36%	67 31%	94 35%	85 30%	64 30%	76 32%	106 39%	67 25%	75 32%	41 29%	30 36%	277 32%
Equally likely under a government of either party	462 46%	209 43%	253 49%	46 38%	83 49%	93 55%	87 49%	60 41%	93 42%	129 47%	135 48%	92 43%	106 45%	106 38%	122 46%	124 53%	72 51%	38 45%	397 46%
Don't know	30 3%	12 3%	18 4%	3 2%	9 5%	2 1%	8 4%	2 1%	6 3%	6 2%	3 1%	9 4%	13 5%	7 2%	11 4%	5 2%	6 4%	2 3%	27 3%
<b>Action to tackle the rising cost of living</b>																			
More likely under a Conservative government	192 19%	92 19%	101 20%	10 8%	25 15%	30 18%	27 16%	30 20%	71 32%	46 17%	50 18%	51 24%	45 19%	59 21%	58 22%	39 17%	23 16%	13 16%	172 20%
More likely under a Labour government	369 37%	196 40%	173 34%	66 55%	71 42%	57 34%	60 34%	49 33%	66 30%	118 44%	113 41%	58 27%	79 34%	109 40%	84 32%	87 37%	55 39%	33 40%	318 37%
Equally likely under a government of either party	412 41%	192 39%	220 43%	41 34%	67 40%	78 46%	84 47%	64 44%	77 35%	103 38%	112 40%	98 46%	99 42%	103 37%	116 44%	101 43%	57 40%	34 41%	356 41%
Don't know	27 3%	8 2%	19 4%	3 2%	6 3%	4 2%	6 3%	4 3%	5 2%	4 2%	4 1%	7 3%	12 5%	5 2%	5 2%	8 4%	6 4%	3 4%	22 3%
<b>Effective action to move people from welfare benefits into work</b>																			
More likely under a Conservative government	448 45%	218 45%	230 45%	37 31%	59 35%	67 40%	75 42%	84 57%	125 57%	134 49%	133 48%	87 41%	94 40%	137 50%	122 46%	94 40%	62 44%	33 39%	397 46%
More likely under a Labour government	166 17%	86 18%	81 16%	33 28%	32 19%	22 13%	34 19%	15 10%	31 14%	45 17%	39 14%	31 14%	51 22%	37 14%	43 16%	54 23%	18 13%	14 17%	144 17%
Equally likely under a government of either party	354 35%	174 36%	180 35%	47 39%	70 42%	76 45%	60 34%	43 29%	58 26%	85 31%	104 37%	85 40%	79 34%	97 35%	90 34%	80 34%	51 36%	36 43%	298 34%
Don't know	31 3%	10 2%	22 4%	3 2%	8 5%	3 2%	8 5%	5 3%	5 2%	6 2%	3 1%	11 5%	11 5%	4 1%	8 3%	9 4%	10 7%	1 1%	29 3%



## The Ashcroft National Poll

### CATI Fieldwork : 25th - 27th July 2014

Absolutes/col percents

Table 8

**Q6. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?**

**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	1000	488	512	120	169	168	177	147	218	271	279	214	236	275	264	236	141	84	867
<b>Effective action to tackle tax avoidance by rich individuals and companies</b>																			
More likely under a Conservative government	166	68	98	10	23	29	24	30	51	41	51	29	44	51	48	40	18	8	149
	17%	14%	19%	8%	14%	17%	14%	20%	23%	15%	18%	14%	19%	19%	18%	17%	13%	10%	17%
More likely under a Labour government	431	235	196	55	74	70	82	66	84	134	117	93	87	115	103	106	67	40	368
	43%	48%	38%	46%	44%	41%	46%	45%	38%	49%	42%	44%	37%	42%	39%	45%	48%	48%	42%
Equally likely under a government of either party	365	171	194	50	62	66	64	47	76	86	107	79	93	100	96	85	50	33	316
	36%	35%	38%	42%	37%	39%	36%	32%	35%	32%	38%	37%	39%	36%	36%	36%	36%	40%	36%
Don't know	38	14	24	5	9	4	7	5	7	10	4	13	12	8	17	5	6	2	34
	4%	3%	5%	5%	5%	2%	4%	3%	3%	4%	1%	6%	5%	3%	6%	2%	4%	3%	4%
<b>Improvements in the NHS</b>																			
More likely under a Conservative government	143	71	72	20	17	11	27	20	48	40	37	38	28	40	44	29	22	9	128
	14%	15%	14%	17%	10%	6%	15%	14%	22%	15%	13%	18%	12%	15%	17%	12%	16%	10%	15%
More likely under a Labour government	409	214	195	43	72	68	74	63	87	107	131	75	96	108	95	114	54	38	351
	41%	44%	38%	36%	43%	41%	42%	43%	40%	39%	47%	35%	41%	39%	36%	48%	38%	45%	40%
Equally likely under a government of either party	411	187	223	55	69	80	68	59	80	112	108	88	102	117	115	84	61	34	355
	41%	38%	44%	45%	41%	48%	38%	40%	37%	42%	39%	41%	43%	43%	43%	36%	43%	41%	41%
Don't know	37	15	22	2	10	9	7	5	3	12	3	13	9	10	10	9	4	4	33
	4%	3%	4%	2%	6%	5%	4%	4%	1%	4%	1%	6%	4%	4%	4%	4%	3%	4%	4%
<b>Higher standards in schools</b>																			
More likely under a Conservative government	252	114	138	26	33	29	39	40	84	77	71	48	56	79	81	45	32	15	228
	25%	23%	27%	22%	20%	17%	22%	27%	38%	29%	25%	22%	24%	29%	31%	19%	22%	18%	26%
More likely under a Labour government	253	129	123	44	51	35	42	33	48	56	78	52	67	60	53	78	34	28	213
	25%	26%	24%	36%	30%	21%	24%	22%	21%	28%	24%	28%	22%	22%	20%	33%	24%	34%	25%
Equally likely under a government of either party	457	230	227	45	74	97	92	70	78	127	126	104	101	125	116	107	69	40	392
	46%	47%	44%	37%	44%	58%	52%	48%	36%	47%	45%	49%	43%	46%	44%	45%	49%	47%	45%
Don't know	39	14	25	5	11	7	4	4	8	10	6	11	12	10	15	6	7	1	35
	4%	3%	5%	5%	6%	4%	2%	3%	4%	4%	2%	5%	5%	4%	6%	2%	5%	1%	4%

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 8

**Q6. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?**

**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	1000	488	512	120	169	168	177	147	218	271	279	214	236	275	264	236	141	84	867
<b>Strikes by trade unions</b>																			
More likely under a Conservative government	275 27%	145 30%	130 25%	39 33%	43 25%	40 24%	52 29%	35 24%	66 30%	86 32%	78 28%	55 26%	56 24%	85 31%	72 27%	60 25%	38 27%	19 23%	244 28%
More likely under a Labour government	323 32%	161 33%	162 32%	28 24%	39 23%	55 33%	59 33%	53 36%	87 40%	87 32%	98 35%	62 29%	75 32%	88 32%	83 32%	85 36%	41 29%	26 31%	282 33%
Equally likely under a government of either party	360 36%	168 34%	192 37%	46 38%	77 45%	63 37%	59 33%	55 37%	61 28%	86 32%	101 36%	85 40%	88 37%	89 32%	95 36%	86 36%	54 38%	36 43%	304 35%
Don't know	43 4%	14 3%	29 6%	7 6%	10 6%	10 6%	7 4%	4 3%	5 2%	12 4%	3 1%	12 5%	17 7%	13 5%	13 5%	5 2%	8 6%	3 3%	37 4%
<b>Lower gas and electricity bills</b>																			
More likely under a Conservative government	118 12%	63 13%	55 11%	18 15%	15 9%	14 9%	16 9%	20 14%	35 16%	31 11%	34 12%	23 11%	31 13%	26 9%	38 14%	27 11%	19 13%	9 11%	101 12%
More likely under a Labour government	285 29%	150 31%	135 26%	53 44%	44 26%	48 28%	46 26%	36 24%	59 27%	73 27%	86 31%	54 25%	72 30%	85 31%	70 27%	67 29%	41 29%	22 26%	249 29%
Equally likely under a government of either party	545 55%	256 52%	289 56%	44 37%	100 59%	99 59%	106 60%	83 57%	112 51%	149 55%	152 54%	122 57%	122 52%	149 54%	141 54%	131 55%	74 53%	51 60%	472 54%
Don't know	52 5%	18 4%	34 7%	5 4%	10 6%	7 4%	9 5%	8 6%	12 5%	18 7%	7 2%	15 7%	11 5%	16 6%	14 5%	11 5%	8 5%	2 3%	45 5%
<b>A referendum on whether Britain should remain a member of the European Union</b>																			
More likely under a Conservative government	438 44%	248 51%	190 37%	44 37%	63 38%	70 42%	81 46%	68 46%	111 51%	147 54%	129 46%	78 36%	84 36%	124 45%	116 44%	106 45%	52 37%	39 47%	385 44%
More likely under a Labour government	147 15%	61 13%	86 17%	21 18%	22 13%	21 13%	28 16%	20 14%	33 15%	29 11%	42 15%	36 17%	40 17%	44 16%	37 14%	34 15%	18 13%	12 15%	127 15%
Equally likely under a government of either party	372 37%	165 34%	208 41%	49 41%	73 43%	68 41%	62 35%	52 35%	68 31%	87 32%	98 35%	88 41%	99 42%	100 36%	98 37%	85 36%	61 43%	29 34%	320 37%
Don't know	43 4%	14 3%	29 6%	5 5%	10 6%	8 5%	6 3%	7 5%	7 3%	9 3%	10 4%	12 6%	12 5%	8 3%	12 4%	10 4%	10 7%	4 4%	35 4%

## The Ashcroft National Poll

### CATI Fieldwork : 25th - 27th July 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
Unweighted base	1000	199	248	51	101	187	420	195	202	111	408	290
Weighted base	1000	205	234	60	99	186	436	210	175	132	391	303
<b><u>A significant fall in immigration to the UK</u></b>												
More likely under a Conservative government	343 34%	123 60%	66 28%	21 34%	29 30%	50 27%	156 36%	121 58%	36 21%	50 38%	146 37%	119 39%
More likely under a Labour government	114 11%	11 6%	42 18%	6 10%	9 9%	16 9%	43 10%	9 4%	35 20%	9 7%	48 12%	33 11%
Equally likely under a government of either party	487 49%	64 31%	115 49%	32 53%	54 55%	107 58%	213 49%	74 35%	90 51%	72 54%	182 47%	136 45%
Don't know	56 6%	7 3%	11 5%	2 3%	6 7%	12 7%	23 5%	6 3%	13 8%	1 1%	15 4%	16 5%
<b><u>Higher taxes for people like you</u></b>												
More likely under a Conservative government	335 34%	50 24%	114 49%	19 32%	34 35%	51 28%	141 32%	45 22%	76 44%	46 35%	149 38%	102 34%
More likely under a Labour government	236 24%	90 44%	30 13%	16 26%	18 19%	34 18%	102 23%	84 40%	29 16%	30 23%	95 24%	79 26%
Equally likely under a government of either party	391 39%	58 28%	81 35%	25 42%	42 43%	92 49%	181 42%	78 37%	63 36%	51 39%	134 34%	115 38%
Don't know	38 4%	6 3%	9 4%	- -	4 4%	9 5%	12 3%	3 1%	7 4%	5 4%	14 4%	7 2%
<b><u>Strong economic growth, with more jobs and higher incomes</u></b>												
More likely under a Conservative government	307 31%	148 72%	16 7%	22 37%	32 33%	46 25%	134 31%	149 71%	16 9%	38 29%	140 36%	98 32%
More likely under a Labour government	225 23%	3 1%	129 55%	10 17%	14 15%	24 13%	75 17%	10 5%	74 42%	32 24%	117 30%	62 20%
Equally likely under a government of either party	432 43%	51 25%	84 36%	27 45%	50 50%	105 57%	214 49%	48 23%	79 45%	60 46%	127 32%	137 45%
Don't know	36 4%	3 1%	5 2%	1 1%	2 2%	12 6%	13 3%	3 1%	5 3%	2 1%	7 2%	6 2%

## The Ashcroft National Poll

### CATI Fieldwork : 25th - 27th July 2014

Absolutes/col percents

Table 8

**Q6. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?**

**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	1000	205	234	60	99	186	436	210	175	132	391	303
<b><u>Higher unemployment</u></b>												
More likely under a Conservative government	251 25%	20 10%	112 48%	14 24%	29 29%	33 18%	89 20%	25 12%	81 46%	39 29%	134 34%	68 22%
More likely under a Labour government	232 23%	106 52%	20 8%	12 20%	18 18%	28 15%	88 20%	92 44%	14 8%	30 23%	101 26%	71 23%
Equally likely under a government of either party	484 48%	73 36%	100 43%	32 52%	51 51%	115 62%	244 56%	92 44%	76 44%	61 46%	152 39%	155 51%
Don't know	34 3%	5 3%	3 1%	2 4%	2 2%	10 5%	16 4%	1 *	4 2%	3 2%	5 1%	10 3%
<b><u>An increase in the country's borrowing and debt</u></b>												
More likely under a Conservative government	138 14%	14 7%	51 22%	9 14%	16 17%	16 9%	44 10%	15 7%	40 23%	21 16%	68 17%	33 11%
More likely under a Labour government	412 41%	145 71%	60 26%	30 50%	41 41%	75 40%	190 44%	145 69%	43 24%	49 37%	167 43%	140 46%
Equally likely under a government of either party	411 41%	40 20%	119 51%	20 34%	41 42%	81 44%	182 42%	46 22%	89 51%	55 41%	152 39%	120 40%
Don't know	39 4%	5 2%	4 2%	1 2%	1 1%	14 7%	20 5%	4 2%	4 2%	7 5%	4 1%	11 4%
<b><u>Lower crime rates</u></b>												
More likely under a Conservative government	182 18%	69 34%	22 9%	16 26%	22 22%	18 10%	70 16%	69 33%	14 8%	25 19%	82 21%	60 20%
More likely under a Labour government	150 15%	11 5%	69 30%	7 12%	11 11%	17 9%	45 10%	13 6%	49 28%	13 10%	82 21%	35 11%
Equally likely under a government of either party	627 63%	119 58%	136 58%	36 59%	63 64%	137 74%	302 69%	121 58%	104 59%	91 69%	219 56%	200 66%
Don't know	41 4%	5 2%	7 3%	1 2%	2 2%	14 7%	18 4%	6 3%	8 4%	5 3%	8 2%	9 3%

## The Ashcroft National Poll

### CATI Fieldwork : 25th - 27th July 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	1000	205	234	60	99	186	436	210	175	132	391	303
<b><u>More houses being built</u></b>												
More likely under a Conservative government	189 19%	61 30%	16 7%	14 24%	17 18%	41 22%	94 22%	72 34%	14 8%	16 12%	65 17%	62 20%
More likely under a Labour government	319 32%	34 17%	137 58%	15 25%	21 21%	41 22%	119 27%	31 15%	91 52%	46 35%	149 38%	93 31%
Equally likely under a government of either party	462 46%	104 51%	77 33%	30 49%	60 61%	97 52%	213 49%	102 49%	66 38%	69 52%	168 43%	144 48%
Don't know	30 3%	6 3%	4 2%	1 1%	1 1%	8 4%	9 2%	4 2%	4 2%	2 1%	8 2%	5 2%
<b><u>Action to tackle the rising cost of living</u></b>												
More likely under a Conservative government	192 19%	92 45%	14 6%	12 20%	20 20%	23 12%	75 17%	85 41%	17 10%	22 17%	90 23%	60 20%
More likely under a Labour government	369 37%	34 16%	157 67%	24 39%	31 31%	53 28%	147 34%	36 17%	102 58%	65 49%	182 46%	106 35%
Equally likely under a government of either party	412 41%	75 37%	60 26%	25 41%	48 48%	101 54%	204 47%	88 42%	52 30%	44 33%	116 30%	133 44%
Don't know	27 3%	3 2%	3 1%	- -	1 1%	9 5%	10 2%	1 *	4 2%	1 *	4 1%	5 1%
<b><u>Effective action to move people from welfare benefits into work</u></b>												
More likely under a Conservative government	448 45%	163 80%	63 27%	24 39%	46 46%	73 39%	198 46%	161 77%	56 32%	56 42%	189 48%	142 47%
More likely under a Labour government	166 17%	5 3%	74 32%	12 19%	10 10%	30 16%	60 14%	8 4%	52 30%	20 15%	79 20%	40 13%
Equally likely under a government of either party	354 35%	34 16%	92 39%	25 42%	42 42%	74 40%	164 38%	40 19%	63 36%	51 39%	119 30%	114 38%
Don't know	31 3%	3 1%	5 2%	- -	1 1%	8 4%	13 3%	- -	4 2%	5 3%	4 1%	7 2%

## The Ashcroft National Poll

### CATI Fieldwork : 25th - 27th July 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	1000	205	234	60	99	186	436	210	175	132	391	303
<b><u>Effective action to tackle tax avoidance by rich individuals and companies</u></b>												
More likely under a Conservative government	166 17%	51 25%	31 13%	7 12%	15 16%	27 15%	68 16%	51 24%	25 14%	18 13%	74 19%	47 15%
More likely under a Labour government	431 43%	72 35%	151 65%	23 38%	37 38%	72 39%	178 41%	66 31%	105 60%	80 61%	196 50%	127 42%
Equally likely under a government of either party	365 36%	76 37%	51 22%	29 48%	43 43%	74 40%	178 41%	87 42%	41 24%	31 24%	112 29%	124 41%
Don't know	38 4%	6 3%	1 1%	1 1%	3 3%	13 7%	12 3%	6 3%	4 2%	3 2%	9 2%	5 2%
<b><u>Improvements in the NHS</u></b>												
More likely under a Conservative government	143 14%	69 34%	13 6%	7 12%	16 16%	23 12%	51 12%	68 32%	4 3%	12 9%	75 19%	35 12%
More likely under a Labour government	409 41%	32 16%	175 75%	24 39%	23 23%	60 32%	158 36%	40 19%	125 71%	69 52%	185 47%	117 39%
Equally likely under a government of either party	411 41%	101 50%	43 18%	26 44%	56 56%	93 50%	212 49%	96 46%	41 23%	49 37%	125 32%	140 46%
Don't know	37 4%	3 1%	3 1%	3 5%	4 4%	10 5%	15 3%	5 3%	5 3%	2 2%	6 2%	11 3%
<b><u>Higher standards in schools</u></b>												
More likely under a Conservative government	252 25%	114 56%	21 9%	14 23%	31 31%	37 20%	109 25%	113 54%	18 10%	23 18%	111 28%	79 26%
More likely under a Labour government	253 25%	10 5%	123 53%	15 24%	16 16%	34 18%	87 20%	15 7%	86 49%	39 29%	126 32%	64 21%
Equally likely under a government of either party	457 46%	77 38%	88 37%	32 53%	46 47%	105 57%	225 52%	77 37%	68 39%	68 51%	146 37%	151 50%
Don't know	39 4%	4 2%	2 1%	- -	5 5%	10 5%	15 3%	5 3%	4 2%	3 2%	8 2%	9 3%

## The Ashcroft National Poll

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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	1000	205	234	60	99	186	436	210	175	132	391	303
<b><u>Strikes by trade unions</u></b>												
More likely under a Conservative government	275 27%	54 26%	86 37%	17 27%	27 27%	40 21%	121 28%	53 25%	53 30%	55 42%	124 32%	89 29%
More likely under a Labour government	323 32%	92 45%	69 30%	22 37%	36 36%	51 27%	123 28%	99 47%	56 32%	36 27%	147 38%	90 30%
Equally likely under a government of either party	360 36%	53 26%	77 33%	20 33%	35 35%	82 44%	172 39%	57 27%	62 35%	37 28%	116 30%	114 38%
Don't know	43 4%	6 3%	2 1%	1 2%	2 2%	13 7%	19 4%	1 *	4 2%	4 3%	4 1%	10 3%
<b><u>Lower gas and electricity bills</u></b>												
More likely under a Conservative government	118 12%	57 28%	15 6%	3 4%	12 12%	10 5%	41 9%	46 22%	14 8%	7 5%	58 15%	35 12%
More likely under a Labour government	285 29%	25 12%	131 56%	22 36%	20 20%	32 17%	105 24%	37 18%	81 46%	46 35%	146 37%	80 26%
Equally likely under a government of either party	545 55%	115 56%	84 36%	34 57%	61 61%	131 70%	270 62%	120 57%	73 42%	76 58%	175 45%	176 58%
Don't know	52 5%	7 3%	4 2%	2 3%	6 6%	13 7%	20 4%	7 3%	7 4%	3 2%	12 3%	12 4%
<b><u>A referendum on whether Britain should remain a member of the European Union</u></b>												
More likely under a Conservative government	438 44%	125 61%	103 44%	27 45%	34 34%	65 35%	169 39%	129 62%	68 39%	60 46%	208 53%	125 41%
More likely under a Labour government	147 15%	18 9%	45 19%	9 16%	16 16%	21 11%	67 15%	21 10%	31 18%	15 11%	47 12%	52 17%
Equally likely under a government of either party	372 37%	54 26%	80 34%	23 38%	47 48%	89 48%	184 42%	51 25%	66 37%	56 43%	125 32%	117 39%
Don't know	43 4%	7 4%	6 3%	1 1%	2 2%	11 6%	16 4%	7 3%	10 6%	1 *	11 3%	8 3%

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Absolutes/col percents

Table 9

**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	581 58%	610 61%
No	419 42%	390 39%



**The Ashcroft National Poll**  
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Absolutes/col percents

Table 10  
**Is the house or flat in which you live...?**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: Owners	642 64%	650 65%
Owned outright - without mortgage	306 31%	330 33%
Owned with a mortgage or loan	336 34%	320 32%
NET: Renters	338 34%	331 33%
Rented from the council	109 11%	140 14%
Rented from a housing association	81 8%	62 6%
Rented from someone else	148 15%	129 13%
Rent free	20 2%	19 2%

**The Ashcroft National Poll**  
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Absolutes/col percents

Table 11  
**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	217 22%	210 21%
1	417 42%	420 42%
2	270 27%	280 28%
3+	96 10%	90 9%
Mean	1.32	1.32
Standard deviation	1.13	1.10
Standard error	0.04	0.03

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 12  
**Current working status**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: Working	610 61%	560 56%
Working full time - working 30 hours per week or more	484 48%	440 44%
Working part time - working between 8 and 29 hours per week	126 13%	120 12%
NET: Not Working	390 39%	440 44%
Not working but seeking work or temporarily unemployed or sick	66 7%	75 8%
Not working and not seeking work/ student	47 5%	64 6%
Retired on a state pension only	98 10%	95 10%
Retired with a private pension	145 15%	164 16%
House person, housewife, househusband, etc.	34 3%	42 4%

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 13  
**SEG**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: AB	344 34%	267 27%
A	122 12%	97 10%
B	222 22%	171 17%
C1	196 20%	277 28%
C2	206 21%	218 22%
D	103 10%	89 9%
E	151 15%	148 15%
NET: DE	254 25%	238 24%

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 14  
**Age**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	87 9%	119 12%
25-34	151 15%	168 17%
35-44	164 16%	168 17%
45-54	209 21%	178 18%
55-64	174 17%	148 15%
65 or older	215 22%	218 22%
Average age	48.51	47.01

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 15  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	515 52%	490 49%
Female	485 49%	510 51%

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 16  
**Region**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Scotland	95 10%	90 9%
North East	35 4%	40 4%
North West	118 12%	110 11%
Yorkshire & Humberside	86 9%	90 9%
West Midlands	85 9%	90 9%
East Midlands	74 7%	70 7%
Wales	54 5%	50 5%
Eastern	88 9%	100 10%
London	119 12%	130 13%
South East	155 16%	140 14%
South West	91 9%	90 9%

**The Ashcroft National Poll**  
**CATI Fieldwork : 25th - 27th July 2014**

Absolutes/col percents

Table 17

**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	195 20%	210 21%
Labour	202 20%	175 18%
Liberal Democrat	111 11%	132 13%
Another party	81 8%	56 6%
Didn't vote	323 32%	339 34%
Refused	49 5%	47 5%
Don't know	39 4%	40 4%