The Ashcroft National Poll
CATI Fieldwork : 1st - 3rd August 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

		Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	Class AB	Class C1	Class C2	Class DE	Region South East	Region Mid-lands	Region North Eng-land	Region Wales & South West	Region Scot-land	NET: Eng-land
Unweighted base		1002	516	486	82	154	164	206	171	225	336	197	207	262	269	261	244	132	96	860
Weighted base		1002	489	513	121	173	166	176	150	215	274	281	213	235	277	262	241	138	84	867
Absolutely certain to vote	(10)	513 51%	250 51%	263 51%	31 26%	77 45%	75 45%	96 55%	94 63%	139 65%	168 61%	142 50%	103 48%	101 43%	140 51%	131 50%	115 48%	77 56%	49 58%	436 50%
	(9)	56 6%	29 6%	27 5%	3 2%	10 6%	7 4%	8 4%	11 7%	18 9%	15 5%	15 5%	12 5%	16 7%	16 6%	18 7%	16 6%	3 2%	4 4%	53 6%
	(8)	90 9%	37 8%	52 10%	23 19%	18 10%	12 7%	10 6%	8 5%	19 9%	26 9%	27 10%	13 6%	24 10%	24 9%	25 10%	26 11%	7 5%	6 8%	82 9%
	(7)	46 5%	23 5%	24 5%	5 4%	8 5%	12 7%	6 4%	6 4%	10 4%	8 3%	17 6%	10 5%	11 5%	15 6%	9 3%	10 4%	9 7%	3 3%	42 5%
	(6)	21 2%	13 3%	8 2%	2 1%	4 3%	5 3%	5 3%	3 2%	2 1%	4 1%	8 3%	5 2%	4 2%	6 2%	8 3%	4 2%	-	3 3%	18 2%
	(5)	96 10%	39 8%	57 11%	23 19%	19 11%	20 12%	21 12%	6 4%	8 4%	14 5%	32 12%	27 13%	23 10%	29 11%	20 8%	23 10%	13 10%	10 12%	78 9%
	(4)	18 2%	7 1%	12 2%	2 2%	1 1%	7 4%	2 1%	4 3%	3 1%	5 2%	3 1%	6 3%	5 2%	4 2%	6 2%	3 1%	3 2%	2 3%	15 2%
	(3)	26 3%	14 3%	11 2%	9 8%	6 4%	5 3%	3 1%	3 2%	-	5 2%	7 2%	7 3%	7 3%	14 5%	5 2%	3 1%	1 1%	3 3%	22 3%
	(2)	17 2%	4 1%	13 3%	5 4%	3 2%	3 2%	2 1%	4 3%	1 *	5 2%	5 2%	3 1%	4 2%	1 1%	4 2%	6 2%	5 4%	-	16 2%
Definitely would not vote	(1)	112 11%	70 14%	41 8%	19 16%	24 14%	19 11%	24 14%	11 7%	14 7%	23 9%	22 8%	26 12%	39 17%	26 9%	34 13%	33 14%	16 11%	4 4%	101 12%
Refused		4 *	1 *	3 1%	-	-	2 1%	-	-	2 1%	1 *	2 1%	1 *	-	-	1 *	1 *	2 1%	1 1%	3 *
Don't know		3 *	2 *	1 *	-	-	1 1%	-	1 1%	1 *	-	-	1 1%	2 1%	1 *	1 *	-	1 1%	-	2 *
Mean		7.62	7.48	7.75	6.09	7.21	7.25	7.56	8.27	8.68	8.19	7.76	7.33	7.03	7.65	7.56	7.43	7.62	8.18	7.58
Standard deviation		3.17	3.33	3.00	3.28	3.32	3.21	3.30	2.91	2.51	2.95	2.95	3.28	3.45	3.06	3.25	3.29	3.29	2.65	3.19
Standard error		0.10	0.15	0.14	0.36	0.27	0.25	0.23	0.22	0.17	0.16	0.21	0.23	0.21	0.19	0.20	0.21	0.29	0.27	0.11

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Base: All respondents

		Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
				Voting Intention					Vote in 2010			VI Conviction (Q4)	
Unweighted base		1002	192	245	51	127	187	443	206	187	102	379	327
Weighted base		1002	194	245	58	124	186	464	208	174	131	359	345
Absolutely certain to vote	(10)	513	123	145	32	77	88	202	149	123	79	266	158
		51%	63%	59%	56%	62%	47%	44%	71%	71%	60%	74%	46%
	(9)	56	11	12	5	10	14	34	17	9	7	18	25
		6%	6%	5%	9%	8%	7%	7%	8%	5%	5%	5%	7%
	(8)	90	26	26	2	13	16	61	21	15	15	22	51
		9%	14%	11%	4%	10%	8%	13%	10%	9%	12%	6%	15%
	(7)	46	11	11	3	6	9	29	8	4	9	16	22
		5%	6%	5%	5%	5%	5%	6%	4%	2%	7%	4%	6%
	(6)	21	6	9	-	1	2	13	2	3	3	6	13
		2%	3%	4%	-	1%	1%	3%	1%	2%	2%	2%	4%
	(5)	96	12	22	9	12	32	79	8	14	9	15	49
		10%	6%	9%	16%	9%	17%	17%	4%	8%	7%	4%	14%
	(4)	18	1	5	2	1	6	12	-	2	4	6	6
		2%	*	2%	4%	1%	3%	3%	-	1%	3%	2%	2%
	(3)	26	2	9	2	3	6	20	1	-	2	3	17
		3%	1%	4%	3%	2%	3%	4%	1%	-	2%	1%	5%
	(2)	17	1	6	1	2	7	11	2	1	-	7	4
		2%	*	3%	3%	2%	4%	2%	1%	1%	-	2%	1%
Definitely would not vote	(1)	112	-	-	-	-	-	-	2	3	3	-	-
		11%	-	-	-	-	-	-	1%	2%	2%	-	-
Refused		4	-	-	-	-	4	-	-	-	-	-	-
		*	-	-	-	-	2%	-	-	-	-	-	-
Don't know		3	-	-	-	-	3	3	-	-	-	-	-
		*	-	-	-	-	2%	1%	-	-	-	-	-
Mean		7.62	8.92	8.43	8.19	8.73	7.92	7.86	9.19	8.98	8.56	9.10	8.05
Standard deviation		3.17	1.74	2.32	2.51	2.07	2.55	2.42	1.70	1.98	2.25	1.87	2.30
Standard error		0.10	0.13	0.15	0.35	0.18	0.19	0.12	0.12	0.14	0.22	0.10	0.13

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

| | Total | Gender | | Age | | | | | | Class | | | | Region | | | | | NET: |
		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	Eng-land
Unweighted base	1002	516	486	82	154	164	206	171	225	336	197	207	262	269	261	244	132	96	860
Weighted base	1002	489	513	121	173	166	176	150	215	274	281	213	235	277	262	241	138	84	867
Conservative	194	98	95	23	32	19	31	30	60	68	49	37	40	60	61	42	27	5	185
	19%	20%	19%	19%	18%	11%	17%	20%	28%	25%	18%	17%	17%	21%	23%	17%	19%	5%	21%
Labour	245	110	135	24	57	52	45	32	35	63	81	46	55	68	57	80	21	20	215
	24%	23%	26%	20%	33%	31%	26%	21%	16%	23%	29%	22%	23%	24%	22%	33%	15%	23%	25%
Liberal Democrat	58	22	35	9	13	7	7	8	13	25	12	14	7	17	15	13	9	3	49
	6%	5%	7%	7%	7%	4%	4%	6%	6%	9%	4%	7%	3%	6%	6%	6%	6%	4%	6%
SNP	15	10	5	-	2	3	5	2	3	4	1	5	5	-	-	-	-	15	-
	1%	2%	1%	-	1%	2%	3%	1%	1%	2%	*	2%	2%	-	-	-	-	18%	-
Plaid Cymru	2	1	1	-	-	1	1	-	-	*	-	1	-	-	-	-	2	-	-
	*	*	*	-	-	*	1%	-	-	*	-	1%	-	-	-	-	1%	-	-
The UK Independence Party	124	63	62	12	7	22	20	25	39	24	31	39	30	27	43	28	25	1	119
	12%	13%	12%	10%	4%	13%	12%	17%	18%	9%	11%	19%	13%	10%	16%	12%	18%	1%	14%
The Green Party	46	15	31	8	9	13	4	3	9	12	18	7	9	17	8	8	10	4	38
	5%	3%	6%	6%	5%	8%	2%	2%	4%	4%	6%	3%	4%	6%	3%	3%	7%	5%	4%
The British National Party	4	4	1	-	-	-	2	2	-	1	-	2	2	1	1	2	1	-	3
	*	1%	*	-	-	-	1%	2%	-	*	-	1%	1%	*	*	1%	1%	-	*
Another party	17	9	8	5	2	2	*	5	2	4	5	3	5	4	3	1	3	5	10
	2%	2%	2%	4%	1%	1%	*	3%	1%	1%	2%	2%	2%	1%	1%	*	3%	6%	1%
Would not vote	112	70	41	19	24	19	24	11	14	23	22	26	39	26	34	33	16	4	101
	11%	14%	8%	16%	14%	11%	14%	7%	7%	9%	8%	12%	17%	9%	13%	14%	11%	4%	12%
Refused	67	35	32	3	6	9	12	14	24	23	23	6	14	17	15	16	8	11	52
	7%	7%	6%	2%	3%	5%	7%	9%	11%	8%	8%	3%	6%	6%	6%	7%	6%	13%	6%
Don't know	119	52	67	19	21	20	24	18	17	26	39	25	29	40	26	19	17	17	95
	12%	11%	13%	16%	12%	12%	14%	12%	8%	10%	14%	12%	12%	15%	10%	8%	13%	21%	11%

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

	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
			Voting Intention					Vote in 2010			VI Conviction (Q4)	
Unweighted base	1002	192	245	51	127	187	443	206	187	102	379	327
Weighted base	1002	194	245	58	124	186	464	208	174	131	359	345
Conservative	194	194	-	-	-	-	88	137	3	15	106	88
	19%	100%	-	-	-	-	19%	66%	2%	11%	29%	26%
Labour	245	-	245	-	-	-	99	9	123	32	146	99
	24%	-	100%	-	-	-	21%	4%	71%	24%	41%	29%
Liberal Democrat	58	-	-	58	-	-	42	1	2	33	16	42
	6%	-	-	100%	-	-	9%	1%	1%	25%	4%	12%
SNP	15	-	-	-	-	-	4	-	4	-	11	4
	1%	-	-	-	-	-	1%	-	2%	-	3%	1%
Plaid Cymru	2	-	-	-	-	-	1	-	-	-	1	1
	*	-	-	-	-	-	*	-	-	-	*	*
The UK Independence Party	124	-	-	-	124	-	64	33	20	14	60	64
	12%	-	-	-	100%	-	14%	16%	12%	11%	17%	19%
The Green Party	46	-	-	-	-	-	33	3	7	12	12	33
	5%	-	-	-	-	-	7%	1%	4%	9%	3%	10%
The British National Party	4	-	-	-	-	-	3	-	1	-	2	3
	*	-	-	-	-	-	1%	-	1%	-	*	1%
Another party	17	-	-	-	-	-	10	1	1	4	6	10
	2%	-	-	-	-	-	2%	1%	*	3%	2%	3%
Would not vote	112	-	-	-	-	-	-	2	3	3	-	-
	11%	-	-	-	-	-	-	1%	2%	2%	-	-
Refused	67	-	-	-	-	67	-	8	1	1	-	-
	7%	-	-	-	-	36%	-	4%	1%	1%	-	-
Don't know	119	-	-	-	-	119	119	15	9	18	-	-
	12%	-	-	-	-	64%	26%	7%	5%	14%	-	-

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Absolutes/col percents

Table 3
Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.
How likely are you, personally, to vote at the next election?
Q.2 If there were a general election tomorrow, which party would you vote for?
THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						Class				Region					
		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	502	254	248	29	74	79	99	91	130	185	98	101	118	128	134	122	72	46	433
Weighted base	492	237	255	43	81	79	82	80	127	150	137	103	103	130	132	119	73	37	431
Conservative	144	72	72	11	23	13	26	23	48	51	38	28	27	42	44	32	22	4	136
	29%	30%	28%	26%	29%	16%	32%	29%	38%	34%	28%	27%	26%	32%	33%	27%	30%	11%	32%
Labour	166	80	86	12	37	35	31	23	28	50	54	26	36	45	38	52	17	13	144
	34%	34%	34%	27%	46%	45%	37%	29%	22%	33%	40%	25%	35%	35%	29%	44%	23%	36%	33%
Liberal Democrat	37	15	22	4	6	5	6	6	10	17	6	9	5	8	13	9	6	2	31
	8%	6%	9%	9%	8%	6%	7%	7%	8%	11%	5%	9%	5%	6%	10%	8%	8%	5%	7%
SNP	12	8	4	-	2	3	3	1	2	4	1	3	4	-	-	-	-	12	-
	2%	3%	1%	-	2%	4%	4%	2%	2%	3%	*	3%	4%	-	-	-	-	31%	-
Plaid Cymru	1	*	*	-	-	*	1	-	-	*	-	1	-	-	-	-	1	-	-
	*	*	*	-	-	*	1%	-	-	*	-	1%	-	-	-	-	1%	-	-
The UK Independence Party	90	46	43	9	6	14	12	20	29	15	23	30	22	21	30	18	19	1	85
	18%	20%	17%	20%	7%	17%	14%	25%	23%	10%	17%	29%	21%	16%	23%	15%	26%	3%	20%
The Green Party	30	10	20	5	5	8	3	1	8	8	12	4	6	11	4	7	6	2	25
	6%	4%	8%	12%	6%	10%	3%	2%	6%	5%	9%	4%	5%	8%	3%	6%	8%	6%	6%
The British National Party	2	1	1	-	-	-	1	1	-	*	-	*	1	*	1	1	*	-	2
	*	1%	*	-	-	-	1%	2%	-	*	-	*	1%	*	*	1%	*	-	*
Another party	11	4	7	3	1	2	*	3	1	3	3	2	3	3	2	*	3	3	7
	2%	2%	3%	6%	1%	2%	1%	4%	1%	2%	2%	2%	3%	2%	1%	*	4%	8%	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

| | Total | Voting Intention | | | | | Swing Vote | Vote in 2010 | | | VI Conviction (Q4) | |
		Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	502	144	173	33	91	-	209	147	136	62	293	209
Weighted base	492	144	166	37	90	-	214	146	125	80	278	214
Conservative	144	144	-	-	-	-	58	111	2	12	86	58
	29%	100%	-	-	-	-	27%	76%	2%	15%	31%	27%
Labour	166	-	166	-	-	-	58	5	96	23	108	58
	34%	-	100%	-	-	-	27%	3%	77%	30%	39%	27%
Liberal Democrat	37	-	-	37	-	-	23	1	2	23	14	23
	8%	-	-	100%	-	-	11%	*	1%	29%	5%	11%
SNP	12	-	-	-	-	-	3	-	3	-	8	3
	2%	-	-	-	-	-	2%	-	3%	-	3%	2%
Plaid Cymru	1	-	-	-	-	-	*	-	-	-	*	*
	*	-	-	-	-	-	*	-	-	-	*	*
The UK Independence Party	90	-	-	-	90	-	44	26	15	9	46	44
	18%	-	-	-	100%	-	20%	18%	12%	12%	17%	20%
The Green Party	30	-	-	-	-	-	22	3	6	9	8	22
	6%	-	-	-	-	-	10%	2%	5%	11%	3%	10%
The British National Party	2	-	-	-	-	-	1	-	*	-	1	1
	*	-	-	-	-	-	*	-	*	-	1%	*
Another party	11	-	-	-	-	-	5	1	1	3	5	5
	2%	-	-	-	-	-	2%	1%	*	4%	2%	2%

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Col percents

Table 4
Published voting intention figures

	Total
Conservative	30%
Labour	33%
Liberal Democrat/ Liberal	8%
Scottish National Party/SNP	2%
Plaid Cymru	*
The UK Independence Party	18%
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 | | | | | |
	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	706	353	353	56	109	116	137	122	166	244	138	150	174	186	187	176	94	63	612
Weighted base	704	332	372	80	122	119	115	107	161	201	196	155	152	194	187	174	97	52	620
Will definitely vote that way	359 51%	181 55%	178 48%	24 30%	57 47%	45 37%	69 60%	64 59%	101 63%	100 50%	93 48%	84 54%	81 54%	92 47%	91 49%	97 56%	51 52%	28 54%	317 51%
Might end up voting differently	345 49%	151 45%	194 52%	56 70%	65 53%	75 63%	47 40%	44 41%	60 37%	101 50%	103 52%	71 46%	70 46%	102 53%	96 51%	76 44%	46 48%	24 46%	303 49%

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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

	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
			Voting Intention					Vote in 2010			VI Conviction (Q4)	
Unweighted base	706	192	245	51	127	-	327	183	173	83	379	327
Weighted base	704	194	245	58	124	-	345	184	161	109	359	345
Will definitely vote that way	359	106	146	16	60	-	-	102	111	44	359	-
	51%	55%	60%	27%	48%	-	-	55%	69%	40%	100%	-
Might end up voting differently	345	88	99	42	64	-	345	82	50	66	-	345
	49%	45%	40%	73%	52%	-	100%	45%	31%	60%	-	100%

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Absolutes/col percents

Table 6
Q5a. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?
Base: All respondents (Sample A)

		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	501	250	251	39	79	75	109	82	117	165	105	108	123	133	128	120	66	54	422
Weighted base	509	238	271	62	93	78	91	76	109	136	150	108	115	142	130	121	69	47	434
Cameron & Osborne	229	103	127	30	35	23	44	38	59	76	70	43	40	71	69	42	29	18	204
	45%	43%	47%	48%	38%	30%	48%	50%	54%	56%	47%	40%	35%	50%	53%	35%	42%	38%	47%
Miliband & Balls	142	70	72	7	33	33	25	17	28	30	46	33	33	38	35	40	17	13	122
	28%	30%	27%	12%	35%	42%	27%	22%	26%	22%	31%	30%	29%	26%	27%	33%	24%	27%	28%
Don't know	137	65	72	25	25	21	23	21	22	30	33	32	42	33	26	39	23	16	108
	27%	27%	27%	40%	27%	28%	25%	28%	20%	22%	22%	30%	36%	23%	20%	32%	34%	35%	25%

Lord Ashcroft

The Ashcroft National Poll
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Table 6
Q5a. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?
Base: All respondents (Sample A)

	Total	Voting Intention					Swing Vote	Vote in 2010			VI Conviction (Q4)	
		Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	501	87	121	23	68	101	225	95	93	56	181	162
Weighted base	509	86	128	25	70	100	237	96	89	69	178	173
Cameron & Osborne	229	77	26	13	48	41	122	86	16	32	77	100
	45%	89%	20%	52%	68%	41%	51%	89%	18%	46%	43%	57%
Miliband & Balls	142	4	84	5	12	11	47	5	62	22	77	40
	28%	5%	66%	20%	17%	11%	20%	5%	70%	32%	43%	23%
Don't know	137	6	18	7	11	48	68	6	11	15	24	34
	27%	6%	14%	28%	16%	48%	29%	6%	12%	21%	13%	20%

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Table 7

Q5b. Now that the recession is over and the economy is recovering, who do you most trust to manage the economy over the next few years in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents (Sample B)

| | | 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	501	266	235	43	75	89	97	89	108	171	92	99	139	136	133	124	66	42	438
Weighted base	493	251	242	59	80	89	85	74	106	138	131	105	120	135	132	119	69	38	434
Cameron & Osborne	238	131	106	26	42	38	34	33	65	70	67	55	47	66	76	43	28	23	207
	48%	52%	44%	44%	53%	43%	40%	44%	61%	51%	51%	52%	39%	49%	58%	36%	42%	61%	48%
Miliband & Balls	141	63	78	11	28	26	25	27	23	40	30	30	41	32	31	49	20	9	127
	29%	25%	32%	18%	35%	30%	30%	37%	22%	29%	23%	28%	34%	24%	24%	41%	29%	24%	29%
Don't know	115	57	58	22	10	24	26	14	19	28	34	20	33	37	24	27	20	6	100
	23%	23%	24%	37%	12%	27%	31%	19%	18%	20%	26%	20%	27%	27%	18%	23%	29%	15%	23%

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The Ashcroft National Poll
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Absolutes/col percents

Table 7
Q5b. Now that the recession is over and the economy is recovering, who do you most trust to manage the economy over the next few years in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?
Base: All respondents (Sample B)

	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
				Voting Intention					*Vote in 2010*		*VI Conviction (Q4)*	
Unweighted base	501	105	124	28	59	86	218	111	94	46	198	165
Weighted base	493	107	117	32	54	87	228	112	85	63	181	172
Cameron & Osborne	238	100	29	12	26	34	117	98	21	21	91	94
	48%	93%	25%	37%	48%	39%	51%	87%	24%	34%	50%	55%
Miliband & Balls	141	4	76	10	16	12	60	5	56	23	74	49
	29%	4%	65%	31%	29%	14%	26%	4%	66%	37%	41%	28%
Don't know	115	4	12	10	12	41	51	9	9	19	17	29
	23%	3%	10%	32%	23%	47%	22%	8%	10%	29%	9%	17%

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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Yes	593	611
	59%	61%
No	409	391
	41%	39%

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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Owners	625 62%	651 65%
Owned outright - without mortgage	305 30%	331 33%
Owned with a mortgage or loan	320 32%	320 32%
NET: Renters	351 35%	332 33%
Rented from the council	131 13%	140 14%
Rented from a housing association	79 8%	61 6%
Rented from someone else	141 14%	131 13%
Rent free	26 3%	19 2%

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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
None	219	210
	22%	21%
1	383	421
	38%	42%
2	292	281
	29%	28%
3+	108	90
	11%	9%
Mean	1.37	1.32
Standard deviation	1.22	1.15
Standard error	0.04	0.04

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Absolutes/col percents

Table 11
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Working	609 61%	561 56%
Working full time - working 30 hours per week or more	475 47%	441 44%
Working part time - working between 8 and 29 hours per week	134 13%	120 12%
NET: Not Working	393 39%	441 44%
Not working but seeking work or temporarily unemployed or sick	74 7%	88 9%
Not working and not seeking work/ student	38 4%	60 6%
Retired on a state pension only	99 10%	90 9%
Retired with a private pension	144 14%	154 15%
House person, housewife, househusband, etc.	38 4%	50 5%

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Absolutes/col percents

Table 12
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: AB	336	268
	34%	27%
A	108	86
	11%	9%
B	228	182
	23%	18%
C1	197	278
	20%	28%
C2	207	218
	21%	22%
D	119	102
	12%	10%
E	143	136
	14%	14%
NET: DE	262	238
	26%	24%

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Absolutes/col percents

Table 13
Age
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
18-24	82 8%	119 12%
25-34	154 15%	169 17%
35-44	164 16%	169 17%
45-54	206 21%	179 18%
55-64	171 17%	149 15%
65 or older	225 22%	218 22%
Average age	48.77	47.02

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Male	516 51%	491 49%
Female	486 49%	511 51%

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Absolutes/col percents

Table 15
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Scotland	96 10%	90 9%
North East	44 4%	40 4%
North West	113 11%	110 11%
Yorkshire & Humberside	87 9%	90 9%
West Midlands	85 8%	90 9%
East Midlands	69 7%	70 7%
Wales	46 5%	50 5%
Eastern	107 11%	100 10%
London	130 13%	130 13%
South East	139 14%	140 14%
South West	86 9%	90 9%

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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

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Conservative	206 21%	208 21%
Labour	187 19%	174 17%
Liberal Democrat	102 10%	131 13%
Another party	85 8%	56 6%
Didn't vote	316 32%	330 33%
Refused	57 6%	52 5%
Don't know	49 5%	49 5%

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