

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 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	1004	533	471	86	159	158	221	170	210	397	201	186	220	283	248	234	138	101	860	
Weighted base	1004	491	513	120	171	169	177	149	218	273	280	215	236	272	263	241	143	84	870	
Absolutely certain to vote	(10)	597 59%	288 59%	309 60%	51 43%	76 45%	103 61%	98 55%	104 70%	165 76%	182 67%	174 62%	118 55%	122 52%	156 57%	160 61%	142 59%	71 49%	68 81%	504 58%
	(9)	52 5%	23 5%	30 6%	6 5%	7 4%	8 5%	11 6%	7 5%	12 6%	15 6%	15 5%	9 4%	12 5%	19 7%	9 3%	12 5%	10 7%	2 2%	48 6%
	(8)	76 8%	34 7%	42 8%	13 11%	17 10%	11 7%	12 6%	10 6%	14 7%	20 7%	18 6%	17 8%	21 9%	24 9%	20 8%	19 8%	10 7%	4 4%	68 8%
	(7)	38 4%	23 5%	15 3%	8 7%	6 3%	7 4%	8 5%	7 5%	2 1%	13 5%	7 2%	11 5%	7 3%	11 4%	8 3%	11 4%	6 4%	3 3%	33 4%
	(6)	36 4%	13 3%	22 4%	8 6%	14 8%	6 3%	3 2%	2 1%	3 1%	6 2%	12 4%	6 3%	11 5%	8 3%	6 2%	10 4%	12 8%	- -	31 4%
	(5)	64 6%	38 8%	26 5%	11 9%	13 8%	14 8%	13 7%	5 3%	8 4%	15 6%	19 7%	11 5%	19 8%	13 5%	16 6%	22 9%	10 7%	2 3%	57 7%
	(4)	17 2%	10 2%	8 2%	4 3%	6 4%	1 1%	3 2%	3 2%	- -	3 1%	5 2%	3 2%	6 2%	6 2%	1 *	5 2%	5 3%	1 1%	17 2%
	(3)	22 2%	13 3%	9 2%	7 6%	5 3%	2 1%	7 4%	- -	1 1%	3 1%	3 1%	5 2%	11 5%	7 2%	7 3%	6 3%	1 *	2 2%	20 2%
	(2)	9 1%	2 *	7 1%	1 1%	2 1%	- -	1 1%	1 1%	4 2%	2 1%	2 1%	1 1%	4 2%	2 1%	2 1%	1 1%	2 2%	1 1%	5 1%
Definitely would not vote	(1)	92 9%	48 10%	44 9%	11 9%	23 14%	18 11%	21 12%	9 6%	9 4%	12 5%	24 9%	32 15%	23 10%	26 10%	34 13%	13 5%	17 12%	2 2%	85 10%
Refused		1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *
Don't know		1 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *
Mean		8.07	7.97	8.16	7.29	7.19	8.07	7.73	8.71	9.01	8.67	8.20	7.64	7.60	8.04	7.91	8.20	7.54	9.17	8.00
Standard deviation		2.97	3.02	2.92	3.07	3.27	3.01	3.23	2.54	2.28	2.42	2.91	3.33	3.15	2.99	3.23	2.69	3.17	2.07	3.01
Standard error		0.09	0.13	0.13	0.33	0.26	0.24	0.22	0.19	0.16	0.12	0.21	0.25	0.21	0.18	0.21	0.18	0.27	0.21	0.10

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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

		Voting Intention					Swing	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1004	201	277	52	134	146	492	232	223	107	382	394
Weighted base		1004	199	263	64	130	145	507	222	185	140	362	405
Absolutely certain to vote	(10)	597	139	169	43	91	80	286	177	149	108	282	235
		59%	70%	64%	67%	70%	55%	56%	80%	81%	77%	78%	58%
	(9)	52	14	10	4	6	10	33	17	4	15	17	25
		5%	7%	4%	6%	5%	7%	6%	8%	2%	11%	5%	6%
	(8)	76	20	19	3	13	13	53	12	12	7	17	46
		8%	10%	7%	5%	10%	9%	10%	6%	7%	5%	5%	11%
	(7)	38	6	13	2	7	6	27	3	5	3	9	23
		4%	3%	5%	3%	5%	4%	5%	1%	3%	2%	2%	6%
	(6)	36	2	14	4	1	12	24	2	4	-	10	14
		4%	1%	5%	6%	1%	8%	5%	1%	2%	-	3%	3%
	(5)	64	10	23	1	7	18	43	7	9	2	19	27
		6%	5%	9%	2%	5%	12%	9%	3%	5%	1%	5%	7%
	(4)	17	2	7	4	3	-	13	1	-	3	5	13
		2%	1%	3%	6%	3%	-	2%	*	-	2%	1%	3%
	(3)	22	7	5	2	2	1	20	-	1	-	2	19
		2%	3%	2%	4%	2%	1%	4%	-	*	-	*	5%
	(2)	9	1	2	1	-	4	7	-	-	-	2	3
		1%	1%	1%	2%	-	2%	1%	-	-	-	1%	1%
Definitely would not vote	(1)	92	-	-	-	-	-	-	3	*	2	-	-
		9%	-	-	-	-	-	-	1%	*	1%	-	-
Refused		1	-	-	-	-	1	-	-	1	-	-	-
		*	-	-	-	-	*	-	-	*	-	-	-
Don't know		1	-	-	-	-	1	1	-	-	-	-	-
		*	-	-	-	-	1%	*	-	-	-	-	-
Mean		8.07	9.04	8.65	8.65	9.03	8.43	8.40	9.44	9.39	9.42	9.26	8.48
Standard deviation		2.97	1.87	2.10	2.33	1.79	2.17	2.26	1.49	1.45	1.54	1.64	2.23
Standard error		0.09	0.13	0.13	0.32	0.15	0.18	0.10	0.10	0.10	0.15	0.08	0.11

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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	1004	533	471	86	159	158	221	170	210	397	201	186	220	283	248	234	138	101	860
Weighted base	1004	491	513	120	171	169	177	149	218	273	280	215	236	272	263	241	143	84	870
Conservative	199 20%	104 21%	95 19%	21 17%	29 17%	29 17%	29 16%	30 20%	61 28%	66 24%	69 16%	34 13%	30 13%	69 25%	53 20%	44 18%	24 17%	9 10%	182 21%
Labour	263 26%	126 26%	137 27%	40 33%	39 23%	54 32%	42 24%	36 24%	53 24%	69 25%	71 25%	59 27%	64 27%	67 25%	59 23%	81 34%	32 22%	24 28%	226 26%
Liberal Democrat	64 6%	28 6%	36 7%	7 6%	11 7%	9 5%	8 5%	14 10%	14 6%	26 9%	12 4%	2 1%	23 10%	18 7%	22 8%	13 5%	10 7%	- -	60 7%
SNP	28 3%	9 2%	19 4%	7 6%	8 5%	2 1%	6 3%	3 2%	1 1%	10 4%	9 3%	7 3%	2 1%	- -	- -	- -	- -	28 33%	- -
Plaid Cymru	4 *	2 *	2 *	1 1%	2 1%	- -	- -	- -	1 1%	- -	- -	- -	4 2%	- -	- -	- -	4 3%	- -	- -
The UK Independence Party	130 13%	82 17%	48 9%	8 7%	11 6%	15 9%	28 16%	22 15%	45 21%	25 9%	27 10%	37 17%	41 17%	34 13%	39 15%	31 13%	20 14%	5 6%	120 14%
The Green Party	50 5%	24 5%	26 5%	8 7%	14 8%	10 6%	8 5%	3 2%	6 3%	13 5%	20 7%	7 3%	10 4%	16 6%	11 4%	13 5%	8 5%	3 4%	47 5%
The British National Party	9 1%	5 1%	3 1%	2 2%	3 2%	- -	1 1%	- -	3 1%	- -	2 1%	4 2%	3 1%	1 *	3 1%	3 1%	2 2%	- -	9 1%
Another party	21 2%	13 3%	8 2%	5 4%	2 1%	7 4%	3 2%	1 1%	2 1%	4 1%	5 2%	4 2%	8 3%	7 3%	4 2%	3 1%	3 2%	4 4%	15 2%
Would not vote	92 9%	48 10%	44 9%	11 9%	23 14%	18 11%	21 12%	9 6%	9 4%	12 5%	24 9%	32 15%	23 10%	26 10%	34 13%	13 5%	17 12%	2 2%	85 10%
Refused	43 4%	12 3%	30 6%	1 1%	5 3%	7 4%	10 6%	9 6%	11 5%	19 7%	11 4%	5 2%	8 3%	13 5%	12 4%	12 5%	5 4%	1 1%	40 5%
Don't know	102 10%	38 8%	64 12%	8 6%	23 14%	18 11%	20 11%	20 13%	13 6%	28 10%	31 11%	24 11%	19 8%	22 8%	27 10%	28 12%	17 12%	9 11%	86 10%

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

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	1004	201	277	52	134	146	492	232	223	107	382	394
Weighted base	1004	199	263	64	130	145	507	222	185	140	362	405
Conservative	199 20%	199 100%	-	-	-	-	101 20%	134 60%	4 2%	10 7%	98 27%	101 25%
Labour	263 26%	-	263 100%	-	-	-	116 23%	7 3%	141 76%	34 24%	148 41%	116 28%
Liberal Democrat	64 6%	-	-	64 100%	-	-	44 9%	3 1%	1 1%	44 31%	20 5%	44 11%
SNP	28 3%	-	-	-	-	-	12 2%	-	4 2%	-	16 4%	12 3%
Plaid Cymru	4 *	-	-	-	-	-	2 *	-	-	-	2 *	2 1%
The UK Independence Party	130 13%	-	-	-	130 100%	-	67 13%	45 20%	11 6%	14 10%	63 18%	67 16%
The Green Party	50 5%	-	-	-	-	-	41 8%	8 3%	4 2%	14 10%	9 3%	41 10%
The British National Party	9 1%	-	-	-	-	-	4 1%	-	1 *	-	5 1%	4 1%
Another party	21 2%	-	-	-	-	-	19 4%	6 3%	2 1%	2 2%	2 *	19 5%
Would not vote	92 9%	-	-	-	-	-	-	3 1%	*	2 1%	-	-
Refused	43 4%	-	-	-	-	43 30%	-	2 1%	3 1%	3 2%	-	-
Don't know	102 10%	-	-	-	-	102 70%	102 20%	16 7%	14 7%	17 12%	-	-

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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	583	316	268	44	72	94	122	105	146	247	115	102	121	164	139	134	73	74	488
Weighted base	564	284	280	61	77	94	91	90	152	166	162	113	124	154	147	131	72	61	480
Conservative	152	75	78	12	22	20	22	26	50	53	55	26	18	52	42	32	19	8	139
	27%	26%	28%	20%	28%	22%	24%	29%	33%	32%	34%	23%	15%	34%	29%	24%	27%	12%	29%
Labour	185	86	99	21	22	39	32	28	42	52	48	43	42	45	43	56	20	20	157
	33%	30%	35%	34%	28%	42%	35%	31%	28%	31%	30%	38%	34%	29%	29%	43%	28%	33%	33%
Liberal Democrat	45	22	24	4	8	8	3	11	12	18	11	2	14	14	19	7	6	-	42
	8%	8%	9%	7%	10%	9%	3%	12%	8%	11%	7%	2%	11%	9%	13%	5%	8%	-	9%
SNP	25	8	17	7	7	2	5	3	1	9	8	6	2	-	-	-	-	25	-
	4%	3%	6%	11%	10%	2%	6%	3%	1%	5%	5%	5%	2%	-	-	-	-	41%	-
Plaid Cymru	3	2	2	1	2	-	-	-	1	-	-	-	3	-	-	-	3	-	-
	1%	1%	1%	1%	2%	-	-	-	1%	-	-	-	3%	-	-	-	5%	-	-
The UK Independence Party	99	65	34	6	6	12	21	18	36	20	21	27	30	25	30	23	16	4	92
	18%	23%	12%	10%	8%	12%	23%	20%	24%	12%	13%	24%	25%	16%	20%	18%	22%	7%	19%
The Green Party	37	17	20	6	10	7	6	3	5	11	15	4	7	14	8	9	5	2	35
	7%	6%	7%	10%	13%	8%	6%	3%	3%	6%	9%	3%	6%	9%	5%	7%	6%	3%	7%
The British National Party	4	2	2	1	1	-	*	-	2	-	*	3	1	*	2	1	1	-	4
	1%	1%	1%	2%	1%	-	*	-	1%	-	*	3%	1%	*	2%	1%	1%	-	1%
Another party	13	9	5	3	*	5	3	1	2	3	3	1	6	4	3	3	2	2	11
	2%	3%	2%	5%	*	5%	3%	1%	1%	2%	2%	1%	4%	3%	2%	2%	2%	3%	2%

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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

	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	583	156	201	37	105	-	277	180	169	76	306	277
Weighted base	564	152	185	45	99	-	278	170	138	98	287	278
Conservative	152	152	-	-	-	-	69	114	3	7	84	69
	27%	100%	-	-	-	-	25%	67%	3%	7%	29%	25%
Labour	185	-	185	-	-	-	76	5	115	29	108	76
	33%	-	100%	-	-	-	28%	3%	84%	29%	38%	28%
Liberal Democrat	45	-	-	45	-	-	29	2	1	35	17	29
	8%	-	-	100%	-	-	10%	1%	1%	36%	6%	10%
SNP	25	-	-	-	-	-	11	-	3	-	14	11
	4%	-	-	-	-	-	4%	-	3%	-	5%	4%
Plaid Cymru	3	-	-	-	-	-	2	-	-	-	2	2
	1%	-	-	-	-	-	1%	-	-	-	1%	1%
The UK Independence Party	99	-	-	-	99	-	49	37	10	12	50	49
	18%	-	-	-	100%	-	18%	22%	7%	13%	18%	18%
The Green Party	37	-	-	-	-	-	29	6	3	12	8	29
	7%	-	-	-	-	-	10%	4%	2%	12%	3%	10%
The British National Party	4	-	-	-	-	-	2	-	*	-	3	2
	1%	-	-	-	-	-	1%	-	*	-	1%	1%
Another party	13	-	-	-	-	-	12	5	2	2	1	12
	2%	-	-	-	-	-	4%	3%	1%	2%	*	4%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	27%
Labour	33%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	17%
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	776	427	349	72	113	123	162	129	177	316	150	136	174	223	181	183	101	88	656
Weighted base	767	393	375	99	119	126	126	111	185	214	214	154	186	211	191	189	104	73	660
Will definitely vote that way	362 47%	196 50%	166 44%	26 26%	49 41%	54 43%	67 53%	54 49%	111 60%	89 42%	84 39%	86 56%	103 55%	94 44%	92 48%	88 47%	56 54%	33 45%	307 47%
Might end up voting differently	405 53%	197 50%	208 56%	74 74%	70 59%	72 57%	59 47%	56 51%	74 40%	124 58%	130 61%	68 44%	83 45%	117 56%	99 52%	101 53%	48 46%	40 55%	352 53%

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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	776	201	277	52	134	-	394	213	204	91	382	394
Weighted base	767	199	263	64	130	-	405	201	168	118	362	405
Will definitely vote that way	362 47%	98 49%	148 56%	20 31%	63 49%	-	-	103 51%	108 64%	37 31%	362 100%	-
Might end up voting differently	405 53%	101 51%	116 44%	44 69%	67 51%	-	405 100%	98 49%	60 36%	81 69%	-	405 100%

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Table 6

Q5. Which of the following would you most like to see as the outcome of the next 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	1004	533	471	86	159	158	221	170	210	397	201	186	220	283	248	234	138	101	860
Weighted base	1004	491	513	120	171	169	177	149	218	273	280	215	236	272	263	241	143	84	870
A Labour government	343 34%	170 35%	173 34%	42 35%	64 38%	62 37%	55 31%	51 35%	68 31%	80 29%	87 31%	86 40%	90 38%	85 31%	87 33%	91 38%	45 32%	34 41%	287 33%
A Conservative government	239 24%	128 26%	111 22%	19 16%	32 19%	35 21%	36 20%	46 31%	71 33%	64 23%	78 28%	52 24%	46 20%	81 30%	59 22%	60 25%	31 22%	8 10%	223 26%
A coalition between Labour and the Liberal Democrats	147 15%	64 13%	84 16%	27 22%	21 12%	36 21%	26 15%	15 10%	23 10%	54 20%	42 15%	25 12%	26 11%	42 15%	33 12%	34 14%	19 13%	19 22%	127 15%
A coalition between the Conservatives and the Liberal Democrats	115 11%	52 11%	63 12%	16 14%	19 11%	13 8%	27 15%	16 11%	24 11%	38 14%	28 10%	18 8%	31 13%	28 10%	39 15%	25 10%	17 12%	6 7%	99 11%
Don't know	159 16%	77 16%	82 16%	15 13%	35 21%	24 14%	33 19%	20 13%	32 15%	37 14%	45 16%	35 16%	42 18%	36 13%	44 17%	31 13%	30 21%	17 20%	135 15%

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Table 6

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

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	201	277	52	134	146	492	232	223	107	382	394
Weighted base	1004	199	263	64	130	145	507	222	185	140	362	405
A Labour government	343	8	204	4	30	31	152	18	150	36	162	128
	34%	4%	78%	6%	23%	21%	30%	8%	81%	26%	45%	32%
A Conservative government	239	147	5	1	36	23	106	144	4	10	112	89
	24%	74%	2%	2%	27%	16%	21%	65%	2%	7%	31%	22%
A coalition between Labour and the Liberal Democrats	147	5	41	27	14	17	102	10	24	51	31	89
	15%	2%	16%	43%	11%	11%	20%	5%	13%	36%	8%	22%
A coalition between the Conservatives and the Liberal Democrats	115	31	8	27	20	15	74	28	2	27	30	63
	11%	15%	3%	42%	16%	11%	15%	13%	1%	19%	8%	16%
Don't know	159	9	4	4	29	59	74	22	6	16	27	36
	16%	4%	2%	7%	23%	41%	15%	10%	3%	12%	7%	9%

The Ashcroft National Poll

CATI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

Table 7

Q6. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

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	1004	533	471	86	159	158	221	170	210	397	201	186	220	283	248	234	138	101	860	
Weighted base	1004	491	513	120	171	169	177	149	218	273	280	215	236	272	263	241	143	84	870	
Representing Britain in international negotiations																				
David Cameron	586	297	289	73	82	107	100	85	139	180	182	122	102	161	161	130	89	45	513	
	58%	60%	56%	61%	48%	63%	57%	57%	63%	66%	65%	57%	43%	59%	61%	54%	62%	54%	59%	
Ed Miliband	278	131	147	34	61	41	47	43	52	62	72	55	88	73	60	77	42	27	232	
	28%	27%	29%	28%	35%	24%	26%	29%	24%	23%	26%	26%	37%	27%	23%	32%	29%	31%	27%	
Neither	103	53	50	7	22	18	23	14	19	22	16	28	37	30	34	28	4	7	96	
	10%	11%	10%	6%	13%	11%	13%	9%	9%	8%	6%	13%	16%	11%	13%	11%	3%	8%	11%	
Don't know	37	11	26	5	6	4	7	7	8	9	9	10	9	8	8	7	8	6	28	
	4%	2%	5%	4%	4%	2%	4%	5%	4%	3%	3%	5%	4%	3%	3%	3%	6%	7%	3%	
Making the right decisions even when they are unpopular																				
David Cameron	551	292	259	57	84	93	99	83	135	156	171	117	107	158	149	122	82	40	485	
	55%	59%	50%	48%	49%	55%	56%	56%	62%	57%	61%	54%	45%	58%	57%	51%	57%	47%	56%	
Ed Miliband	323	142	181	49	57	58	48	46	66	82	80	67	93	83	75	88	44	33	272	
	32%	29%	35%	41%	34%	34%	27%	31%	30%	30%	29%	31%	40%	31%	29%	36%	31%	39%	31%	
Neither	83	37	46	6	15	11	26	14	10	19	16	18	30	20	26	21	7	8	73	
	8%	7%	9%	5%	9%	6%	15%	10%	5%	7%	6%	8%	13%	7%	10%	9%	5%	10%	8%	
Don't know	47	21	27	7	14	8	5	6	7	16	13	13	6	11	13	11	9	4	40	
	5%	4%	5%	6%	8%	4%	3%	4%	3%	6%	5%	6%	2%	4%	5%	4%	7%	4%	5%	
Understanding ordinary people																				
David Cameron	329	170	158	40	46	53	68	53	69	86	99	86	58	93	86	62	65	23	290	
	33%	35%	31%	33%	27%	31%	38%	36%	32%	32%	35%	40%	25%	34%	33%	26%	45%	27%	33%	
Ed Miliband	495	241	254	67	98	94	71	68	98	136	131	100	128	135	116	133	61	50	418	
	49%	49%	50%	56%	57%	55%	40%	46%	45%	50%	47%	46%	54%	50%	44%	55%	42%	59%	48%	
Neither	158	72	86	12	20	20	33	23	49	45	41	29	44	37	59	41	12	9	146	
	16%	15%	17%	10%	12%	12%	19%	16%	23%	16%	15%	13%	19%	14%	23%	17%	8%	11%	17%	
Don't know	22	8	15	1	7	3	5	5	2	6	9	1	6	7	1	6	6	2	16	
	2%	2%	3%	1%	4%	2%	3%	3%	1%	2%	3%	1%	3%	3%	*	3%	4%	3%	2%	

The Ashcroft National Poll
CAI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

Table 7

Q6. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

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	1004	491	513	120	171	169	177	149	218	273	280	215	236	272	263	241	143	84	870	
Having a clear idea of what they want to achieve																				
David Cameron	514	264	250	60	86	84	92	76	116	157	147	114	96	148	141	117	72	36	457	
	51%	54%	49%	50%	50%	49%	52%	51%	53%	57%	52%	53%	41%	54%	54%	48%	50%	42%	53%	
Ed Miliband	322	157	166	37	61	59	49	53	62	81	92	57	92	72	74	95	48	33	268	
	32%	32%	32%	31%	36%	35%	28%	36%	28%	30%	33%	26%	39%	26%	28%	39%	33%	39%	31%	
Neither	112	50	62	9	17	24	25	15	21	24	25	28	35	34	29	24	13	12	95	
	11%	10%	12%	8%	10%	14%	14%	10%	10%	9%	9%	13%	15%	13%	11%	10%	9%	14%	11%	
Don't know	56	21	35	13	7	3	10	5	19	11	16	15	13	18	18	6	11	4	49	
	6%	4%	7%	11%	4%	2%	6%	3%	9%	4%	6%	7%	6%	7%	7%	2%	7%	4%	6%	
Being able to lead a team																				
David Cameron	550	293	257	59	95	88	97	85	126	175	156	119	100	163	148	120	80	39	488	
	55%	60%	50%	49%	56%	52%	55%	57%	58%	64%	56%	55%	42%	60%	56%	50%	56%	46%	56%	
Ed Miliband	313	140	173	46	50	55	49	45	69	72	89	64	89	80	72	82	46	33	258	
	31%	29%	34%	38%	29%	33%	28%	30%	32%	26%	32%	30%	38%	29%	28%	34%	32%	40%	30%	
Neither	89	44	45	8	18	15	23	13	11	17	19	24	28	20	21	31	7	10	77	
	9%	9%	9%	7%	10%	9%	13%	9%	5%	6%	7%	11%	12%	7%	8%	13%	5%	12%	9%	
Don't know	52	15	37	7	8	11	9	6	12	9	17	8	18	9	22	9	10	2	46	
	5%	3%	7%	5%	5%	6%	5%	4%	5%	3%	6%	4%	8%	3%	8%	4%	7%	3%	5%	
Doing the job of Prime Minister overall																				
David Cameron	554	284	270	60	86	96	98	82	132	172	161	117	104	165	154	118	84	33	496	
	55%	58%	53%	50%	50%	57%	55%	55%	61%	63%	57%	54%	44%	61%	59%	49%	59%	39%	57%	
Ed Miliband	328	152	176	50	62	52	48	50	65	71	91	71	95	77	76	93	43	39	268	
	33%	31%	34%	42%	36%	31%	27%	34%	30%	26%	32%	33%	40%	28%	29%	39%	30%	46%	31%	
Neither	87	45	42	5	17	17	25	10	13	24	17	23	23	23	24	24	7	9	77	
	9%	9%	8%	5%	10%	10%	14%	7%	6%	9%	6%	11%	10%	8%	9%	10%	5%	11%	9%	
Don't know	35	11	24	4	6	4	7	6	8	6	11	5	14	7	9	6	9	3	29	
	3%	2%	5%	3%	4%	2%	4%	4%	4%	2%	4%	2%	6%	3%	3%	3%	6%	4%	3%	

The Ashcroft National Poll

CATI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

Table 7

Q6. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

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	1004	201	277	52	134	146	492	232	223	107	382	394
Weighted base	1004	199	263	64	130	145	507	222	185	140	362	405
Representing Britain in international negotiations												
David Cameron	586	184	108	36	89	75	323	196	59	80	196	270
	58%	93%	41%	57%	68%	52%	64%	88%	32%	57%	54%	67%
Ed Miliband	278	9	135	22	23	26	122	14	102	46	134	101
	28%	5%	51%	34%	18%	18%	24%	6%	55%	33%	37%	25%
Neither	103	4	14	3	17	28	45	7	17	9	26	28
	10%	2%	5%	5%	13%	19%	9%	3%	9%	6%	7%	7%
Don't know	37	1	6	2	1	16	18	4	7	6	6	7
	4%	1%	2%	3%	1%	11%	4%	2%	4%	4%	2%	2%
Making the right decisions even when they are unpopular												
David Cameron	551	183	89	32	86	72	289	190	56	69	194	239
	55%	92%	34%	50%	66%	50%	57%	85%	30%	49%	54%	59%
Ed Miliband	323	12	158	26	27	31	151	19	109	58	146	127
	32%	6%	60%	40%	21%	21%	30%	8%	59%	42%	40%	31%
Neither	83	1	9	5	10	26	45	4	16	9	13	29
	8%	1%	4%	9%	8%	18%	9%	2%	9%	6%	4%	7%
Don't know	47	2	7	1	6	16	22	10	5	4	8	11
	5%	1%	3%	2%	5%	11%	4%	5%	3%	3%	2%	3%
Understanding ordinary people												
David Cameron	329	121	32	19	54	39	163	127	21	28	119	132
	33%	61%	12%	30%	42%	27%	32%	57%	12%	20%	33%	32%
Ed Miliband	495	53	216	34	49	48	251	60	145	89	203	216
	49%	27%	82%	53%	38%	33%	49%	27%	78%	64%	56%	53%
Neither	158	24	13	10	26	47	86	31	18	22	37	57
	16%	12%	5%	16%	20%	33%	17%	14%	9%	16%	10%	14%
Don't know	22	*	2	-	-	11	7	4	1	-	3	1
	2%	*	1%	-	-	8%	1%	2%	1%	-	1%	*

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

Table 7

Q6. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

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	1004	199	263	64	130	145	507	222	185	140	362	405
Having a clear idea of what they want to achieve												
David Cameron	514 51%	173 87%	88 33%	26 40%	79 61%	65 45%	281 55%	180 81%	53 29%	69 50%	171 47%	233 58%
Ed Miliband	322 32%	18 9%	150 57%	32 50%	26 20%	33 23%	151 30%	29 13%	105 56%	56 40%	152 42%	123 30%
Neither	112 11%	5 2%	11 4%	4 6%	21 16%	29 20%	48 9%	7 3%	18 10%	10 7%	28 8%	33 8%
Don't know	56 6%	3 1%	14 5%	2 3%	4 3%	17 12%	28 5%	7 3%	10 5%	5 3%	11 3%	17 4%
Being able to lead a team												
David Cameron	550 55%	180 91%	88 33%	36 57%	85 66%	68 47%	302 59%	187 84%	53 29%	82 59%	187 52%	249 62%
Ed Miliband	313 31%	16 8%	154 58%	23 36%	27 21%	29 20%	142 28%	26 12%	107 58%	45 32%	148 41%	120 30%
Neither	89 9%	- -	9 3%	2 3%	15 12%	27 19%	41 8%	4 2%	17 9%	9 7%	16 4%	25 6%
Don't know	52 5%	2 1%	12 5%	2 3%	3 2%	20 14%	22 4%	5 2%	8 4%	4 3%	11 3%	12 3%
Doing the job of Prime Minister overall												
David Cameron	554 55%	190 96%	82 31%	35 56%	86 66%	71 49%	309 61%	195 88%	52 28%	70 50%	181 50%	255 63%
Ed Miliband	328 33%	8 4%	165 63%	23 36%	27 21%	36 25%	144 28%	20 9%	114 62%	55 39%	156 43%	116 29%
Neither	87 9%	1 1%	11 4%	3 5%	14 11%	22 15%	42 8%	2 1%	15 8%	10 7%	21 6%	29 7%
Don't know	35 3%	- -	5 2%	2 3%	3 2%	16 11%	12 2%	5 2%	4 2%	5 3%	4 1%	6 1%

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

Table 8

Q7. I am going to read out some reasons people have given for not voting Conservative. Please can you say in each case whether or not it is a concern you have about voting Conservative...?

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	1004	533	471	86	159	158	221	170	210	397	201	186	220	283	248	234	138	101	860
Weighted base	1004	491	513	120	171	169	177	149	218	273	280	215	236	272	263	241	143	84	870
<u>They have not made clear what they would do in the years after 2015</u>																			
Is a concern	607	275	332	59	99	103	106	95	144	161	144	139	162	146	160	157	87	56	516
	60%	56%	65%	50%	58%	61%	60%	64%	66%	59%	52%	65%	69%	54%	61%	65%	61%	67%	59%
Is NOT a concern	397	216	181	60	71	67	71	54	74	112	136	76	74	126	103	84	56	28	354
	40%	44%	35%	50%	42%	39%	40%	36%	34%	41%	48%	35%	31%	46%	39%	35%	39%	33%	41%
<u>They have gone too far with austerity and the cuts in public spending and service they have already made</u>																			
Is a concern	617	275	342	77	101	103	115	94	128	158	163	134	163	160	146	164	88	60	522
	61%	56%	67%	65%	59%	61%	65%	63%	59%	58%	58%	62%	69%	59%	56%	68%	61%	71%	60%
Is NOT a concern	387	216	171	42	70	67	63	55	90	115	118	81	73	113	116	78	55	25	348
	39%	44%	33%	35%	41%	39%	35%	37%	41%	42%	42%	38%	31%	41%	44%	32%	39%	29%	40%
<u>They might go too far with austerity and cuts in public spending and services in the future</u>																			
Is a concern	707	327	380	87	126	110	126	105	151	188	181	152	185	188	173	188	90	68	604
	70%	66%	74%	73%	74%	65%	71%	71%	69%	69%	65%	71%	78%	69%	66%	78%	63%	80%	69%
Is NOT a concern	297	165	133	32	45	59	51	44	67	84	99	63	51	84	89	54	53	17	266
	30%	34%	26%	27%	26%	35%	29%	29%	31%	31%	35%	29%	22%	31%	34%	22%	37%	20%	31%

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

Table 8

Q7. I am going to read out some reasons people have given for not voting Conservative. Please can you say in each case whether or not it is a concern you have about voting Conservative...?

Base: All respondents

	Gender			Age						Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Weighted base	1004	491	513	120	171	169	177	149	218	273	280	215	236	272	263	241	143	84	870
<u>I am worried their promise of an EU referendum means Britain could end up leaving the EU</u>																			
Is a concern	501 50%	214 43%	287 56%	64 53%	73 43%	73 43%	76 43%	72 48%	144 66%	144 53%	141 50%	89 42%	126 53%	127 47%	149 57%	109 45%	62 44%	53 63%	421 48%
Is NOT a concern	503 50%	278 57%	225 44%	56 47%	98 57%	97 57%	102 57%	77 52%	74 34%	128 47%	139 50%	126 58%	110 47%	145 53%	114 43%	133 55%	81 56%	31 37%	449 52%
<u>I am worried they might not keep their promise to hold a referendum on Britain's membership of the EU</u>																			
Is a concern	506 50%	231 47%	275 54%	61 51%	79 46%	61 36%	101 57%	75 50%	129 59%	111 41%	127 45%	133 62%	135 57%	126 46%	134 51%	127 53%	77 54%	42 49%	436 50%
Is NOT a concern	498 50%	260 53%	238 46%	59 49%	92 54%	108 64%	76 43%	74 50%	89 41%	162 59%	153 55%	82 38%	101 43%	146 54%	129 49%	114 47%	66 46%	43 51%	434 50%
<u>I am not sure the Conservatives are on the side of people like me</u>																			
Is a concern	611 61%	280 57%	331 65%	76 64%	102 60%	97 57%	111 63%	94 63%	130 60%	144 53%	165 59%	144 67%	159 67%	148 54%	157 60%	161 67%	83 58%	62 74%	515 59%
Is NOT a concern	393 39%	211 43%	182 35%	43 36%	69 40%	72 43%	66 37%	55 37%	88 40%	129 47%	116 41%	71 33%	77 33%	124 46%	106 40%	80 33%	60 42%	22 26%	355 41%

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

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Table 8

Q7. I am going to read out some reasons people have given for not voting Conservative. Please can you say in each case whether or not it is a concern you have about voting Conservative...?

Base: All respondents

	<u>Voting Intention</u>						<u>Swing Vote</u>	<u>Vote in 2010</u>			<u>VI Conviction (Q4)</u>	
	<u>Total</u>	<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>DK/Ref</u>		<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>Def vote that way</u>	<u>Might vote diff</u>
Unweighted base	1004	201	277	52	134	146	492	232	223	107	382	394
Weighted base	1004	199	263	64	130	145	507	222	185	140	362	405
<u>They have not made clear what they would do in the years after 2015</u>												
Is a concern	607	77	185	38	97	86	312	116	141	91	221	250
	60%	39%	70%	60%	74%	60%	61%	52%	76%	65%	61%	62%
Is NOT a concern	397	122	79	26	33	58	196	106	45	49	141	155
	40%	61%	30%	40%	26%	40%	39%	48%	24%	35%	39%	38%
<u>They have gone too far with austerity and the cuts in public spending and service they have already made</u>												
Is a concern	617	57	217	38	81	81	306	74	157	100	229	251
	61%	28%	82%	59%	63%	56%	60%	33%	85%	71%	63%	62%
Is NOT a concern	387	142	46	26	49	63	201	148	28	40	133	154
	39%	72%	18%	41%	37%	44%	40%	67%	15%	29%	37%	38%
<u>They might go too far with austerity and cuts in public spending and services in the future</u>												
Is a concern	707	96	222	46	90	94	366	114	167	107	249	300
	70%	48%	85%	72%	70%	65%	72%	51%	90%	77%	69%	74%
Is NOT a concern	297	103	41	18	40	51	141	108	18	33	113	106
	30%	52%	15%	28%	30%	35%	28%	49%	10%	23%	31%	26%

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 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	1004	199	263	64	130	145	507	222	185	140	362	405
<u>I am worried their promise of an EU referendum means Britain could end up leaving the EU</u>												
Is a concern	501 50%	74 37%	169 64%	51 79%	43 33%	74 51%	261 52%	84 38%	119 64%	96 68%	183 50%	210 52%
Is NOT a concern	503 50%	125 63%	94 36%	13 21%	87 67%	70 49%	246 48%	138 62%	66 36%	44 32%	179 50%	196 48%
<u>I am worried they might not keep their promise to hold a referendum on Britain's membership of the EU</u>												
Is a concern	506 50%	89 45%	119 45%	29 45%	92 71%	74 51%	247 49%	120 54%	95 51%	44 32%	182 50%	198 49%
Is NOT a concern	498 50%	110 55%	144 55%	35 55%	38 29%	70 49%	260 51%	102 46%	91 49%	95 68%	180 50%	207 51%
<u>I am not sure the Conservatives are on the side of people like me</u>												
Is a concern	611 61%	51 26%	202 77%	34 53%	95 73%	86 59%	313 62%	86 39%	152 82%	94 67%	221 61%	250 62%
Is NOT a concern	393 39%	147 74%	61 23%	30 47%	35 27%	59 41%	194 38%	136 61%	33 18%	46 33%	141 39%	155 38%

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

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	1004	1004
Weighted base	1004	1004
Yes	615 61%	612 61%
No	389 39%	392 39%

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Owners	650 65%	652 65%
Owned outright - without mortgage	307 31%	332 33%
Owned with a mortgage or loan	343 34%	321 32%
NET: Renters	333 33%	335 33%
Rented from the council	98 10%	141 14%
Rented from a housing association	86 9%	71 7%
Rented from someone else	149 15%	123 12%
Rent free	21 2%	17 2%

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

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	1004	1004
Weighted base	1004	1004
None	193 19%	211 21%
1	403 40%	422 42%
2	297 30%	281 28%
3+	111 11%	90 9%
Mean	1.37	1.28
Standard deviation	1.04	0.97
Standard error	0.03	0.03

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

Table 12
Current working status
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Working	638 64%	562 56%
Working full time - working 30 hours per week or more	501 50%	442 44%
Working part time - working between 8 and 29 hours per week	137 14%	120 12%
NET: Not Working	366 36%	442 44%
Not working but seeking work or temporarily unemployed or sick	50 5%	69 7%
Not working and not seeking work/ student	57 6%	85 8%
Retired on a state pension only	91 9%	104 10%
Retired with a private pension	140 14%	149 15%
House person, housewife, househusband, etc.	28 3%	36 4%

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

Table 13
SEG
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
NET: AB	397 40%	268 27%
A	125 12%	85 8%
B	272 27%	183 18%
C1	201 20%	278 28%
C2	186 19%	219 22%
D	113 11%	116 12%
E	107 11%	123 12%
NET: DE	220 22%	239 24%

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

Table 14
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
18-24	86 9%	119 12%
25-34	159 16%	169 17%
35-44	158 16%	169 17%
45-54	221 22%	179 18%
55-64	170 17%	149 15%
65 or older	210 21%	219 22%
Average age	48.30	47.02

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

Table 15
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Male	533 53%	492 49%
Female	471 47%	512 51%

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 2014

Absolutes/col percents

Table 16
Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Scotland	101 10%	90 9%
North East	37 4%	40 4%
North West	112 11%	110 11%
Yorkshire & Humberside	85 8%	90 9%
West Midlands	86 9%	90 9%
East Midlands	67 7%	70 7%
Wales	43 4%	50 5%
Eastern	95 9%	100 10%
London	138 14%	131 13%
South East	145 14%	141 14%
South West	95 9%	90 9%

The Ashcroft National Poll
CATI Fieldwork : 19th - 21st September 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	1004	1004
Weighted base	1004	1004
Conservative	232 23%	222 22%
Labour	223 22%	185 18%
Liberal Democrat	107 11%	140 14%
Another party	75 7%	60 6%
Didn't vote	295 29%	329 33%
Refused	36 4%	29 3%
Don't know	36 4%	39 4%