

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th 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	500	504	83	156	170	212	170	213	346	230	206	222	281	244	248	133	98	861	
Weighted base	1004	492	512	119	168	169	177	149	223	273	279	217	235	273	265	242	142	82	872	
Absolutely certain to vote	(10)	535 53%	259 53%	276 54%	43 37%	67 40%	80 47%	107 60%	90 61%	148 66%	160 59%	154 55%	113 46%	108 52%	142 52%	139 55%	133 52%	74 57%	46 53%	464
	(9)	63 6%	30 6%	33 6%	9 8%	17 10%	13 8%	8 4%	10 7%	7 3%	27 10%	20 7%	9 4%	7 3%	20 7%	10 4%	17 7%	11 8%	5 6%	53
	(8)	90 9%	39 8%	51 10%	11 9%	12 7%	20 12%	9 5%	15 10%	22 10%	23 8%	20 7%	13 6%	34 14%	22 8%	28 10%	18 8%	14 10%	8 10%	77
	(7)	50 5%	26 5%	24 5%	8 7%	13 8%	8 5%	9 5%	8 5%	6 3%	14 5%	8 3%	11 5%	17 7%	15 5%	19 7%	7 3%	4 3%	5 6%	43
	(6)	20 2%	8 2%	12 2%	7 6%	3 2%	2 1%	4 2%	3 2%	2 1%	3 1%	6 2%	6 3%	5 2%	6 2%	9 3%	1 *	1 1%	3 4%	16
	(5)	71 7%	34 7%	38 7%	8 7%	20 12%	15 9%	12 7%	8 5%	9 4%	12 4%	20 7%	19 9%	21 9%	14 5%	14 5%	18 7%	18 12%	8 9%	60
	(4)	20 2%	11 2%	9 2%	7 6%	2 1%	3 2%	6 3%	- -	2 1%	6 2%	4 1%	4 2%	6 3%	5 2%	4 2%	8 3%	2 1%	1 2%	17
	(3)	19 2%	7 1%	12 2%	1 1%	6 4%	2 1%	4 2%	1 1%	4 2%	7 3%	3 1%	3 2%	5 2%	11 4%	2 1%	3 1%	3 2%	- -	18
	(2)	20 2%	11 2%	9 2%	2 2%	7 4%	5 3%	2 1%	2 2%	1 1%	4 1%	6 2%	6 3%	5 2%	6 2%	6 2%	5 2%	2 1%	3 3%	18
Definitely would not vote	(1)	111 11%	64 13%	47 9%	20 17%	20 12%	21 12%	17 10%	12 8%	21 9%	18 7%	35 12%	32 15%	27 11%	30 11%	35 13%	32 13%	12 8%	2 3%	103
Don't know		4 *	4 1%	1 *	2 1%	1 *	- -	- -	- -	2 1%	- -	4 1%	1 *	- -	1 *	- -	1 *	2 1%	1 1%	4 *
Mean		7.75	7.62	7.89	6.82	7.08	7.52	7.94	8.34	8.39	8.30	7.78	7.37	7.44	7.67	7.64	7.70	7.88	8.35	7.70
Standard deviation		3.14	3.28	3.01	3.39	3.29	3.22	3.11	2.77	2.90	2.76	3.24	3.41	3.13	3.21	3.22	3.29	2.96	2.45	3.20
Standard error		0.10	0.15	0.13	0.37	0.26	0.25	0.21	0.21	0.20	0.15	0.21	0.24	0.21	0.19	0.21	0.21	0.26	0.25	0.11

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th 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**

		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	239	50	108	194	444	210	216	104	393	312
Weighted base		1004	211	230	58	100	193	457	218	182	137	382	318
Absolutely certain to vote	(10)	535 53%	144 68%	147 64%	37 65%	62 62%	93 48%	218 48%	174 80%	125 69%	96 70%	276 72%	167 52%
	(9)	63 6%	14 7%	17 7%	3 5%	7 7%	16 8%	38 8%	11 5%	11 6%	11 8%	24 6%	23 7%
	(8)	90 9%	21 10%	23 10%	7 12%	11 11%	20 10%	55 12%	16 7%	14 8%	16 12%	29 8%	41 13%
	(7)	50 5%	12 6%	11 5%	3 5%	9 9%	11 5%	29 6%	8 4%	6 3%	3 2%	18 5%	22 7%
	(6)	20 2%	5 2%	7 3%	1 3%	1 1%	3 1%	16 3%	1 *	7 4%	1 1%	5 1%	13 4%
	(5)	71 7%	11 5%	15 6%	4 6%	6 6%	22 12%	51 11%	3 2%	4 2%	4 3%	19 5%	30 9%
	(4)	20 2%	-	3 1%	-	2 2%	8 4%	14 3%	-	4 2%	4 3%	6 1%	6 2%
	(3)	19 2%	3 1%	5 2%	1 2%	1 1%	8 4%	15 3%	1 *	2 1%	1 1%	3 1%	8 2%
	(2)	20 2%	1 1%	3 1%	2 3%	1 1%	9 5%	17 4%	1 1%	1 1%	2 1%	2 1%	9 3%
Definitely would not vote	(1)	111 11%	-	-	-	-	-	-	2 1%	6 3%	-	-	-
Don't know		4 *	-	-	-	-	4 2%	4 1%	-	1 *	-	-	-
Mean		7.75	9.07	8.79	8.80	8.83	7.97	8.06	9.43	8.85	9.10	9.15	8.32
Standard deviation		3.14	1.69	2.01	2.07	1.88	2.58	2.43	1.47	2.23	1.79	1.69	2.26
Standard error		0.10	0.12	0.13	0.29	0.18	0.19	0.12	0.10	0.15	0.18	0.09	0.13

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

Table 2

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

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1004	500	504	83	156	170	212	170	213	346	230	206	222	281	244	248	133	98	861
Weighted base	1004	492	512	119	168	169	177	149	223	273	279	217	235	273	265	242	142	82	872
Conservative	211 21%	104 21%	106 21%	27 23%	25 15%	26 15%	39 22%	29 19%	65 29%	73 27%	70 25%	37 17%	30 13%	65 24%	75 28%	33 14%	30 21%	8 10%	193 22%
Labour	230 23%	105 21%	126 25%	31 26%	44 26%	38 23%	43 24%	31 21%	43 19%	66 24%	50 18%	45 21%	69 29%	62 23%	48 18%	76 32%	25 17%	20 24%	201 23%
Liberal Democrat	58 6%	30 6%	28 5%	3 2%	16 9%	13 8%	7 4%	10 7%	9 4%	18 7%	17 6%	13 6%	11 4%	13 5%	22 8%	10 4%	11 7%	3 3%	55 6%
SNP	25 2%	19 4%	6 1%	2 2%	7 4%	4 3%	6 3%	4 3%	1 1%	5 2%	8 3%	7 3%	5 2%	-	-	-	-	25 31%	-
Plaid Cymru	3 *	1 *	2 *	-	1 1%	-	-	-	1 1%	-	-	1 *	2 1%	-	-	-	3 2%	-	-
The UK Independence Party	100 10%	57 12%	43 8%	3 2%	6 3%	16 9%	24 14%	19 13%	32 15%	15 5%	25 9%	34 16%	27 11%	21 8%	33 13%	26 11%	16 12%	4 4%	92 10%
The Green Party	47 5%	23 5%	24 5%	10 8%	10 6%	9 5%	7 4%	6 4%	5 2%	21 8%	9 3%	10 5%	8 3%	17 6%	3 1%	10 4%	15 11%	2 2%	45 5%
The British National Party	5 *	4 1%	1 *	1 1%	2 1%	-	1 *	1 *	-	2 1%	-	2 1%	1 *	-	1 *	1 1%	2 2%	-	4 *
Another party	21 2%	11 2%	10 2%	5 4%	4 2%	1 *	2 1%	4 3%	6 2%	2 1%	12 4%	3 1%	4 2%	6 2%	6 2%	4 2%	2 2%	2 3%	17 2%
Would not vote	111 11%	64 13%	47 9%	20 17%	20 12%	21 12%	17 10%	12 8%	21 9%	18 7%	35 12%	32 15%	27 11%	30 11%	35 13%	32 13%	12 8%	2 3%	103 12%
Refused	54 5%	28 6%	25 5%	5 4%	5 3%	13 8%	7 4%	8 6%	15 7%	16 6%	15 5%	12 6%	11 5%	22 8%	12 4%	14 6%	4 3%	2 2%	51 6%
Don't know	139 14%	46 9%	93 18%	11 9%	26 16%	27 16%	24 14%	26 18%	23 11%	38 14%	39 14%	21 10%	41 18%	36 13%	31 12%	34 14%	23 16%	15 18%	113 13%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

Table 2

**Q.2 If there was a general election tomorrow, which party would you vote for?****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	239	50	108	194	444	210	216	104	393	312
Weighted base	1004	211	230	58	100	193	457	218	182	137	382	318
Conservative	211 21%	211 100%	-	-	-	-	92 20%	141 65%	6 4%	9 6%	119 31%	92 29%
Labour	230 23%	-	230 100%	-	-	-	88 19%	12 5%	119 66%	33 24%	143 37%	88 28%
Liberal Democrat	58 6%	-	-	58 100%	-	-	34 7%	3 1%	5 3%	38 28%	24 6%	34 11%
SNP	25 2%	-	-	-	-	-	9 2%	-	6 3%	-	16 4%	9 3%
Plaid Cymru	3 *	-	-	-	-	-	2 *	1 1%	1 *	-	1 *	2 1%
The UK Independence Party	100 10%	-	-	-	100 100%	-	42 9%	23 11%	12 6%	16 12%	58 15%	42 13%
The Green Party	47 5%	-	-	-	-	-	29 6%	1 *	7 4%	11 8%	18 5%	29 9%
The British National Party	5 *	-	-	-	-	-	4 1%	-	1 1%	-	1 *	4 1%
Another party	21 2%	-	-	-	-	-	19 4%	3 1%	2 1%	2 1%	2 *	19 6%
Would not vote	111 11%	-	-	-	-	-	-	2 1%	6 3%	-	-	-
Refused	54 5%	-	-	-	-	54 28%	-	8 4%	3 2%	1 1%	-	-
Don't know	139 14%	-	-	-	-	139 72%	139 30%	24 11%	12 7%	28 20%	-	-

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

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**

	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	520	263	257	38	71	79	117	90	125	192	118	104	106	141	126	129	69	56	445
Weighted base	508	254	254	53	74	77	97	78	129	151	143	108	105	129	136	124	73	45	441
Conservative	162 32%	82 32%	80 31%	19 36%	16 22%	16 21%	32 33%	24 30%	54 42%	59 39%	52 36%	26 24%	24 23%	50 39%	57 42%	28 23%	20 28%	7 15%	148 33%
Labour	168 33%	75 30%	93 37%	21 39%	31 43%	29 38%	31 32%	22 29%	34 26%	50 33%	43 30%	33 31%	42 40%	39 31%	35 26%	58 46%	20 28%	16 35%	145 33%
Liberal Democrat	42 8%	21 8%	21 8%	3 5%	11 14%	9 12%	5 5%	7 9%	7 6%	11 7%	14 10%	10 9%	8 8%	9 7%	16 12%	9 7%	7 9%	2 4%	40 9%
SNP	16 3%	11 4%	5 2%	2 3%	3 4%	3 4%	5 5%	3 4%	1 1%	3 2%	5 3%	5 5%	3 3%	- -	- -	- -	- -	16 36%	- -
Plaid Cymru	1 *	* *	1 *	- -	* *	- -	- -	- -	1 1%	- -	- -	* *	1 1%	- -	- -	- -	1 2%	- -	- -
The UK Independence Party	74 14%	44 17%	30 12%	2 4%	4 5%	12 15%	18 19%	13 16%	25 19%	11 7%	19 13%	25 23%	19 18%	16 12%	24 18%	20 16%	12 17%	1 3%	69 16%
The Green Party	31 6%	15 6%	16 6%	5 9%	6 8%	7 9%	5 5%	5 7%	3 2%	15 10%	6 4%	7 6%	3 3%	13 10%	1 1%	7 5%	9 13%	1 3%	29 7%
The British National Party	3 1%	1 1%	1 *	1 1%	1 1%	- -	1 1%	* 1%	- -	1 1%	- -	1 1%	1 1%	- -	1 1%	* *	1 2%	- -	2 *
Another party	11 2%	4 2%	7 3%	2 3%	1 2%	1 1%	* *	3 4%	4 3%	1 1%	5 3%	1 1%	3 3%	2 2%	2 1%	3 3%	2 3%	2 3%	8 2%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

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**

	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	520	156	178	35	80	-	212	149	151	67	308	212
Weighted base	508	162	168	42	74	-	210	154	124	90	297	210
Conservative	162	162	-	-	-	-	62	119	4	7	100	62
	32%	100%	-	-	-	-	29%	77%	4%	8%	34%	29%
Labour	168	-	168	-	-	-	60	9	93	28	109	60
	33%	-	100%	-	-	-	28%	6%	75%	32%	37%	28%
Liberal Democrat	42	-	-	42	-	-	25	3	4	31	18	25
	8%	-	-	100%	-	-	12%	2%	3%	34%	6%	12%
SNP	16	-	-	-	-	-	6	-	5	-	11	6
	3%	-	-	-	-	-	3%	-	4%	-	4%	3%
Plaid Cymru	1	-	-	-	-	-	1	1	*	-	*	1
	*	-	-	-	-	-	1%	1%	*	-	*	1%
The UK Independence Party	74	-	-	-	74	-	30	20	10	13	44	30
	14%	-	-	-	100%	-	14%	13%	8%	15%	15%	14%
The Green Party	31	-	-	-	-	-	18	1	6	9	14	18
	6%	-	-	-	-	-	8%	1%	5%	10%	5%	8%
The British National Party	3	-	-	-	-	-	1	-	*	-	1	1
	1%	-	-	-	-	-	1%	-	*	-	*	1%
Another party	11	-	-	-	-	-	9	2	1	2	2	9
	2%	-	-	-	-	-	4%	2%	1%	2%	1%	4%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	33%
Labour	33%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	3%
Plaid Cymru	*
The UK Independence Party	14%
The Green Party	6%
Other	3%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

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	705	361	344	57	109	110	154	118	157	250	157	145	153	193	173	167	97	75	602
Weighted base	700	353	347	82	116	108	128	102	164	200	191	152	156	184	188	161	104	63	606
Will definitely vote that way	382 55%	216 61%	166 48%	35 42%	50 43%	60 56%	78 61%	60 59%	99 60%	99 49%	102 53%	89 59%	92 59%	90 49%	103 55%	97 60%	53 51%	39 62%	325 54%
Might end up voting differently	318 45%	137 39%	181 52%	48 58%	66 57%	47 44%	50 39%	42 41%	65 40%	102 51%	89 47%	63 41%	64 41%	93 51%	85 45%	65 40%	51 49%	24 38%	281 46%



**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

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**

	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	705	201	239	50	108	-	312	178	192	82	393	312
Weighted base	700	211	230	58	100	-	318	184	161	109	382	318
Will definitely vote that way	382	119	143	24	58	-	-	113	97	55	382	-
	55%	57%	62%	41%	58%	-	-	61%	60%	51%	100%	-
Might end up voting differently	318	92	88	34	42	-	318	71	64	54	-	318
	45%	43%	38%	59%	42%	-	100%	39%	40%	49%	-	100%

**The Ashcroft National Poll**  
**CAI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

Table 6

**Q5. I am going to read out some reasons people have given for not voting Labour. Please can you say in each case whether or not it is one of the concerns you have about voting Labour ...**

**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
Unweighted base	1004	500	504	83	156	170	212	170	213	346	230	206	222	281	244	248	133	98	861
Weighted base	1004	492	512	119	168	169	177	149	223	273	279	217	235	273	265	242	142	82	872
<b><u>They have not made clear what they would do to improve things</u></b>																			
Is one of the reasons	602 60%	290 59%	312 61%	62 52%	99 59%	98 58%	104 59%	99 66%	140 63%	161 59%	164 59%	136 62%	141 60%	168 61%	172 65%	129 53%	87 61%	47 57%	522 60%
Is NOT one of the reasons	402 40%	202 41%	200 39%	57 48%	69 41%	70 42%	73 41%	50 34%	82 37%	111 41%	116 41%	81 38%	94 40%	105 39%	94 35%	113 47%	55 39%	35 43%	350 40%
<b><u>They might spend and borrow more than the country can afford</u></b>																			
Is one of the reasons	578 58%	273 56%	304 59%	59 50%	86 51%	94 56%	99 56%	87 59%	153 69%	145 53%	171 61%	125 58%	137 58%	156 57%	169 64%	124 51%	80 56%	49 60%	501 57%
Is NOT one of the reasons	426 42%	218 44%	208 41%	59 50%	83 49%	75 44%	78 44%	62 41%	70 31%	127 47%	109 39%	92 42%	98 42%	117 43%	97 36%	118 49%	63 44%	33 40%	371 43%
<b><u>They have other policies that I think would be bad for the country</u></b>																			
Is one of the reasons	494 49%	236 48%	257 50%	43 36%	78 46%	81 48%	95 53%	66 44%	131 59%	137 50%	141 50%	115 53%	101 43%	132 48%	146 55%	109 45%	75 52%	32 39%	434 50%
Is NOT one of the reasons	510 51%	255 52%	255 50%	76 64%	90 54%	87 52%	82 47%	83 56%	92 41%	136 50%	139 50%	102 47%	134 57%	141 52%	120 45%	133 55%	68 48%	50 61%	438 50%
<b><u>They might not have learned the right lessons from their time in government</u></b>																			
Is one of the reasons	599 60%	289 59%	311 61%	59 49%	100 59%	93 55%	96 54%	101 68%	151 68%	159 58%	172 62%	140 65%	128 54%	162 59%	154 58%	150 62%	85 60%	49 60%	519 60%
Is NOT one of the reasons	405 40%	203 41%	202 39%	60 51%	69 41%	76 45%	81 46%	48 32%	71 32%	113 42%	107 38%	77 35%	107 46%	111 41%	111 42%	92 38%	57 40%	33 40%	353 40%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

Table 6

**Q5. I am going to read out some reasons people have given for not voting Labour. Please can you say in each case whether or not it is one of the concerns you have about voting Labour ...**

**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	492	512	119	168	169	177	149	223	273	279	217	235	273	265	242	142	82	872
<b><u>I don't think Ed Miliband would be a good Prime Minister</u></b>																			
Is one of the reasons	569 57%	288 59%	281 55%	61 51%	86 51%	103 61%	95 54%	88 59%	137 62%	160 59%	162 58%	129 60%	118 50%	151 55%	163 62%	128 53%	72 50%	55 67%	490 56%
Is NOT one of the reasons	435 43%	204 41%	231 45%	58 49%	82 49%	65 39%	82 46%	61 41%	85 38%	113 41%	118 42%	88 40%	117 50%	121 45%	102 38%	114 47%	71 50%	27 33%	383 44%
<b><u>I am worried Labour might undo some of the current government's policies on immigration or reforming benefits</u></b>																			
Is one of the reasons	461 46%	219 45%	242 47%	46 38%	68 40%	68 41%	76 43%	78 53%	125 56%	109 40%	129 46%	119 55%	104 44%	118 43%	140 53%	106 44%	63 44%	35 43%	398 46%
Is NOT one of the reasons	543 54%	273 55%	270 53%	73 62%	100 60%	100 59%	101 57%	70 47%	98 44%	163 60%	150 54%	98 45%	131 56%	155 57%	125 47%	136 56%	80 56%	47 57%	474 54%
<b><u>I'm not sure Labour is on the side of people like me</u></b>																			
Is one of the reasons	455 45%	227 46%	229 45%	32 27%	74 44%	87 51%	93 52%	69 47%	100 45%	112 41%	125 45%	110 51%	109 46%	120 44%	122 46%	99 41%	74 52%	40 49%	389 45%
Is NOT one of the reasons	549 55%	265 54%	283 55%	86 73%	94 56%	82 49%	84 48%	80 53%	122 55%	161 59%	154 55%	107 49%	127 54%	152 56%	143 54%	143 59%	69 48%	42 51%	483 55%

**The Ashcroft National Poll**  
**CAI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

Table 6

**Q5. I am going to read out some reasons people have given for not voting Labour. Please can you say in each case whether or not it is one of the concerns you have about voting Labour ...**

**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	239	50	108	194	444	210	216	104	393	312
Weighted base	1004	211	230	58	100	193	457	218	182	137	382	318
<b><u>They have not made clear what they would do to improve things</u></b>												
Is one of the reasons	602 60%	157 74%	94 41%	38 66%	72 72%	111 57%	309 68%	167 77%	94 52%	79 57%	211 55%	223 70%
Is NOT one of the reasons	402 40%	54 26%	136 59%	20 34%	28 28%	82 43%	148 32%	51 23%	88 48%	59 43%	171 45%	95 30%
<b><u>They might spend and borrow more than the country can afford</u></b>												
Is one of the reasons	578 58%	179 85%	79 34%	32 56%	76 76%	105 55%	282 62%	189 87%	75 41%	66 48%	215 56%	205 64%
Is NOT one of the reasons	426 42%	32 15%	152 66%	25 44%	24 24%	88 45%	175 38%	29 13%	107 59%	72 52%	167 44%	113 36%
<b><u>They have other policies that I think would be bad for the country</u></b>												
Is one of the reasons	494 49%	158 75%	57 25%	26 45%	67 67%	91 47%	237 52%	170 78%	60 33%	56 41%	185 48%	168 53%
Is NOT one of the reasons	510 51%	53 25%	174 75%	32 55%	33 33%	102 53%	220 48%	48 22%	122 67%	82 59%	197 52%	150 47%
<b><u>They might not have learned the right lessons from their time in government</u></b>												
Is one of the reasons	599 60%	172 81%	81 35%	32 56%	79 78%	115 60%	299 65%	183 84%	76 42%	79 58%	221 58%	212 67%
Is NOT one of the reasons	405 40%	39 19%	150 65%	26 44%	22 22%	78 40%	158 35%	35 16%	106 58%	58 42%	161 42%	106 33%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

Table 6

**Q5. I am going to read out some reasons people have given for not voting Labour. Please can you say in each case whether or not it is one of the concerns you have about voting Labour ...**

**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	211	230	58	100	193	457	218	182	137	382	318
<b><u>I don't think Ed Miliband would be a good Prime Minister</u></b>												
Is one of the reasons	569	168	87	29	73	103	279	174	76	70	217	203
	57%	80%	38%	49%	73%	53%	61%	80%	42%	51%	57%	64%
Is NOT one of the reasons	435	43	143	29	27	90	178	44	106	68	165	115
	43%	20%	62%	51%	27%	47%	39%	20%	58%	49%	43%	36%
<b><u>I am worried Labour might undo some of the current government's policies on immigration or reforming benefits</u></b>												
Is one of the reasons	461	147	67	22	67	86	219	153	55	53	181	154
	46%	70%	29%	38%	66%	45%	48%	70%	30%	38%	47%	49%
Is NOT one of the reasons	543	64	164	36	34	107	238	65	127	85	201	164
	54%	30%	71%	62%	34%	55%	52%	30%	70%	62%	53%	51%
<b><u>I'm not sure Labour is on the side of people like me</u></b>												
Is one of the reasons	455	117	55	29	71	84	208	122	59	62	177	146
	45%	56%	24%	51%	71%	44%	46%	56%	32%	45%	46%	46%
Is NOT one of the reasons	549	94	176	28	29	108	249	96	123	75	205	172
	55%	44%	76%	49%	29%	56%	54%	44%	68%	55%	54%	54%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

Table 7

**Q6. Which of the following statements comes closest to your own view about the Labour Party, even if none describes exactly what you think?**

**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	500	504	83	156	170	212	170	213	346	230	206	222	281	244	248	133	98	861
Weighted base	1004	492	512	119	168	169	177	149	223	273	279	217	235	273	265	242	142	82	872
Labour have learned the right lessons from what went wrong during their time in government, and can be trusted to run the country again	252 25%	124 25%	127 25%	38 32%	41 25%	44 26%	48 27%	33 22%	47 21%	63 23%	67 24%	51 23%	71 30%	75 27%	55 21%	69 28%	34 24%	19 23%	224 26%
Labour have not yet learned the right lessons from what went wrong during their time in government, and cannot yet be trusted to run the country again	594 59%	290 59%	303 59%	63 53%	87 52%	92 55%	107 60%	99 66%	146 66%	163 60%	173 62%	135 62%	123 52%	147 54%	175 66%	127 52%	89 62%	57 70%	503 58%
The last Labour government did a pretty good job, and I don't think they have to learn lessons in order for me to be happy for them to run the country again	159 16%	77 16%	82 16%	18 15%	39 23%	32 19%	22 13%	17 12%	29 13%	47 17%	39 14%	31 14%	42 18%	51 19%	35 13%	46 19%	20 14%	6 7%	145 17%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

Table 7

**Q6. Which of the following statements comes closest to your own view about the Labour Party, even if none describes exactly what you think?**

**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	239	50	108	194	444	210	216	104	393	312
Weighted base	1004	211	230	58	100	193	457	218	182	137	382	318
Labour have learned the right lessons from what went wrong during their time in government, and can be trusted to run the country again	252 25%	8 4%	142 62%	17 30%	12 12%	43 22%	94 21%	17 8%	88 49%	42 31%	122 32%	67 21%
Labour have not yet learned the right lessons from what went wrong during their time in government, and cannot yet be trusted to run the country again	594 59%	187 89%	32 14%	31 55%	83 82%	119 62%	294 64%	190 87%	54 30%	64 47%	204 53%	206 65%
The last Labour government did a pretty good job, and I don't think they have to learn lessons in order for me to be happy for them to run the country again	159 16%	16 7%	56 24%	9 15%	6 6%	31 16%	69 15%	11 5%	40 22%	31 23%	56 15%	45 14%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

Table 8

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Yes	632 63%	612 61%
No	372 37%	392 39%



**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Owners	647 64%	652 65%
Owned outright - without mortgage	327 33%	331 33%
Owned with a mortgage or loan	320 32%	321 32%
NET: Renters	330 33%	325 32%
Rented from the council	103 10%	141 14%
Rented from a housing association	69 7%	52 5%
Rented from someone else	158 16%	132 13%
Rent free	27 3%	26 3%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
None	190 19%	211 21%
1	377 38%	422 42%
2	312 31%	281 28%
3+	125 12%	90 9%
Mean	1.54	1.38
Standard deviation	3.28	2.95
Standard error	0.10	0.09

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Working	637 63%	562 56%
Working full time - working 30 hours per week or more	502 50%	442 44%
Working part time - working between 8 and 29 hours per week	135 13%	120 12%
NET: Not Working	367 37%	442 44%
Not working but seeking work or temporarily unemployed or sick	53 5%	73 7%
Not working and not seeking work/ student	46 5%	74 7%
Retired on a state pension only	86 9%	92 9%
Retired with a private pension	142 14%	151 15%
House person, housewife, househusband, etc.	40 4%	52 5%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
NET: AB	346 34%	268 27%
A	106 11%	86 9%
B	240 24%	183 18%
C1	230 23%	278 28%
C2	206 21%	219 22%
D	103 10%	97 10%
E	119 12%	142 14%
NET: DE	222 22%	239 24%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
18-24	83 8%	119 12%
25-34	156 16%	169 17%
35-44	170 17%	169 17%
45-54	212 21%	179 18%
55-64	170 17%	149 15%
65 or older	213 21%	219 22%
Average age	48.39	47.01

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Male	500 50%	492 49%
Female	504 50%	512 51%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Scotland	98 10%	90 9%
North East	40 4%	40 4%
North West	113 11%	110 11%
Yorkshire & Humberside	95 9%	90 9%
West Midlands	86 9%	90 9%
East Midlands	67 7%	70 7%
Wales	45 4%	50 5%
Eastern	91 9%	100 10%
London	139 14%	131 13%
South East	142 14%	141 14%
South West	88 9%	90 9%

**The Ashcroft National Poll**  
**CATI Fieldwork : 12th - 14th September 2014**

Absolutes/col percents

Table 16

**Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?  
 And which party did you vote for in the general election in May 2010?**

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Conservative	210 21%	218 22%
Labour	216 22%	182 18%
Liberal Democrat	104 10%	137 14%
Another party	82 8%	59 6%
Didn't vote	306 30%	325 32%
Refused	43 4%	37 4%
Don't know	43 4%	46 5%