

The Ashcroft National Poll

CATI Fieldwork : 3rd - 5th October 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	1002	491	511	85	156	159	200	168	234	356	205	177	264	278	252	238	142	92	860	
Weighted base	1002	490	512	119	169	164	177	148	226	277	276	214	235	273	267	238	142	83	872	
Absolutely certain to vote	(10)	579 58%	286 58%	293 57%	42 35%	75 44%	85 52%	107 60%	101 68%	170 76%	161 58%	167 61%	115 54%	137 58%	155 57%	162 60%	128 54%	79 56%	56 68%	499 57%
	(9)	56 6%	29 6%	27 5%	5 4%	12 7%	13 8%	11 6%	5 3%	10 5%	18 7%	17 6%	10 5%	10 4%	20 7%	9 3%	18 8%	4 3%	5 6%	50 6%
	(8)	63 6%	32 7%	31 6%	9 8%	14 8%	15 9%	9 5%	8 5%	7 3%	22 8%	17 6%	10 5%	14 6%	17 6%	16 6%	18 8%	9 6%	3 4%	59 7%
	(7)	41 4%	23 5%	18 4%	7 6%	14 8%	6 4%	6 3%	2 2%	5 2%	17 6%	11 4%	4 2%	9 4%	14 5%	11 4%	7 3%	6 4%	3 4%	36 4%
	(6)	23 2%	16 3%	7 1%	3 2%	5 3%	9 5%	1 1%	4 3%	1 *	8 3%	4 1%	4 2%	7 3%	8 3%	6 2%	7 3%	1 *	1 1%	21 2%
	(5)	74 7%	28 6%	46 9%	10 9%	17 10%	13 8%	11 6%	9 6%	15 7%	17 6%	21 8%	20 9%	16 7%	12 4%	23 9%	20 8%	13 9%	6 8%	61 7%
	(4)	13 1%	5 1%	8 2%	5 4%	7 4%	1 1%	- *	- *	2 1%	6 2%	3 1%	2 1%	2 1%	6 2%	4 1%	2 1%	2 1%	- -	13 2%
	(3)	18 2%	7 2%	10 2%	4 4%	3 2%	- -	7 4%	1 1%	2 1%	2 1%	7 2%	4 2%	5 2%	1 *	9 3%	3 1%	4 3%	1 1%	15 2%
	(2)	18 2%	7 1%	11 2%	8 7%	2 1%	2 1%	4 2%	1 1%	1 *	6 2%	4 2%	4 2%	3 1%	5 2%	5 2%	3 1%	5 4%	- -	13 2%
Definitely would not vote	(1)	111 11%	54 11%	57 11%	25 21%	21 12%	20 12%	21 12%	15 10%	9 4%	22 8%	22 8%	37 17%	29 12%	32 12%	20 8%	33 14%	19 14%	7 8%	98 11%
Refused		3 *	2 *	1 *	- -	- -	- -	- -	1 1%	2 1%	1 *	- -	1 1%	1 *	2 1%	1 *	- -	- -	- -	3 *
Don't know		3 *	- -	3 1%	- -	- -	- -	- -	3 1%	- -	- -	1 -	1 1%	- -	2 1%	1 *	- -	- -	- -	3 *
Mean		7.88	7.97	7.80	6.16	7.32	7.77	7.89	8.35	9.01	8.16	8.11	7.31	7.80	7.94	8.04	7.68	7.45	8.51	7.87
Standard deviation		3.15	3.10	3.20	3.67	3.19	3.11	3.26	2.97	2.28	2.86	2.96	3.57	3.24	3.13	2.98	3.28	3.44	2.75	3.15
Standard error		0.10	0.14	0.14	0.40	0.26	0.25	0.23	0.23	0.15	0.15	0.21	0.27	0.20	0.19	0.19	0.21	0.29	0.29	0.11

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Base: All respondents

		Voting Intention					Swing Vote	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP		DK/Ref	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1002	208	218	44	121	201	478	203	212	115	345	353
Weighted base		1002	216	208	48	118	200	484	219	183	138	329	362
Absolutely certain to vote	(10)	579 58%	150 69%	143 68%	30 63%	91 77%	105 53%	250 52%	169 77%	140 77%	104 75%	270 82%	204 56%
	(9)	56 6%	18 8%	13 6%	6 12%	6 5%	10 5%	41 8%	18 8%	12 7%	12 9%	13 4%	33 9%
	(8)	63 6%	14 6%	17 8%	4 8%	5 4%	13 6%	46 9%	13 6%	8 5%	9 6%	13 4%	38 10%
	(7)	41 4%	12 5%	5 2%	2 4%	4 3%	12 6%	27 6%	7 3%	5 3%	3 2%	10 3%	19 5%
	(6)	23 2%	6 3%	6 3%	- -	2 1%	7 4%	18 4%	1 *	4 2%	1 1%	2 1%	13 4%
	(5)	74 7%	13 6%	12 6%	3 7%	8 7%	27 14%	60 12%	8 4%	4 2%	5 4%	12 4%	35 10%
	(4)	13 1%	4 2%	5 3%	- -	1 1%	3 1%	12 2%	- -	- -	- -	2 *	9 2%
	(3)	18 2%	- -	4 2%	2 5%	2 2%	8 4%	13 3%	- -	2 1%	2 2%	5 1%	5 1%
	(2)	18 2%	* *	3 1%	1 1%	- -	8 4%	16 3%	- -	1 *	1 1%	2 1%	7 2%
Definitely would not vote	(1)	111 11%	- -	- -	- -	- -	- -	3 1%	5 3%	1 1%	- -	- -	- -
Refused		3 *	- -	- -	- -	- -	3 2%	- -	- -	- -	- -	- -	- -
Don't know		3 *	- -	- -	- -	- -	3 1%	3 1%	- -	1 1%	- -	- -	- -
Mean		7.88	9.09	8.89	8.80	9.23	8.06	8.19	9.40	9.19	9.27	9.40	8.52
Standard deviation		3.15	1.65	2.03	2.12	1.69	2.56	2.38	1.49	1.96	1.72	1.55	2.15
Standard error		0.10	0.11	0.14	0.32	0.15	0.18	0.11	0.10	0.14	0.16	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	1002	491	511	85	156	159	200	168	234	356	205	177	264	278	252	238	142	92	860
Weighted base	1002	490	512	119	169	164	177	148	226	277	276	214	235	273	267	238	142	83	872
Conservative	216 22%	108 22%	108 21%	15 13%	31 18%	26 16%	26 15%	39 26%	80 35%	81 29%	58 21%	28 13%	48 21%	59 22%	78 29%	42 18%	30 21%	8 9%	204 23%
Labour	208 21%	103 21%	105 21%	31 26%	34 20%	37 23%	36 21%	27 18%	43 19%	57 21%	61 22%	45 21%	45 19%	54 20%	49 18%	63 26%	26 19%	16 19%	179 21%
Liberal Democrat	48 5%	28 6%	20 4%	9 7%	7 4%	9 5%	12 7%	1 1%	10 4%	18 6%	14 5%	9 4%	7 3%	12 4%	17 6%	11 4%	6 4%	2 2%	44 5%
SNP	25 2%	11 2%	13 3%	3 2%	9 5%	4 3%	6 3%	* *	3 1%	9 3%	6 2%	7 3%	2 1%	- -	- -	- -	- -	25 30%	- -
Plaid Cymru	3 *	1 *	2 *	- -	2 1%	- -	- -	1 *	1 *	1 *	1 *	- -	2 1%	- -	- -	- -	3 2%	- -	- -
The UK Independence Party	118 12%	72 15%	45 9%	9 8%	18 11%	15 9%	23 13%	22 15%	30 13%	20 7%	35 13%	32 15%	31 13%	35 13%	30 11%	32 14%	18 12%	2 3%	112 13%
The Green Party	56 6%	30 6%	26 5%	10 8%	13 8%	9 5%	8 5%	10 7%	5 2%	16 6%	22 8%	8 4%	9 4%	15 5%	16 6%	13 6%	9 6%	3 3%	48 5%
The British National Party	6 1%	2 *	4 1%	- -	1 1%	4 3%	- -	- -	1 *	1 *	2 1%	2 1%	1 *	- -	3 1%	1 1%	2 1%	- -	6 1%
Another party	11 1%	8 2%	3 1%	1 1%	4 2%	1 *	3 2%	1 1%	1 *	2 1%	2 1%	1 *	5 2%	3 1%	3 1%	5 2%	- -	- -	11 1%
Would not vote	111 11%	54 11%	57 11%	25 21%	21 12%	20 12%	21 12%	15 10%	9 4%	22 8%	22 8%	37 17%	29 12%	32 12%	20 8%	33 14%	19 14%	7 8%	98 11%
Refused	79 8%	29 6%	50 10%	3 2%	10 6%	10 6%	12 7%	17 11%	27 12%	19 7%	20 7%	20 9%	19 8%	25 9%	21 8%	11 4%	11 8%	11 13%	64 7%
Don't know	122 12%	44 9%	78 15%	13 11%	18 11%	29 18%	29 17%	16 11%	16 7%	30 11%	31 11%	25 12%	36 15%	37 14%	32 12%	26 11%	17 12%	10 13%	106 12%

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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	1002	208	218	44	121	201	478	203	212	115	345	353
Weighted base	1002	216	208	48	118	200	484	219	183	138	329	362
Conservative	216 22%	216 100%	-	-	-	-	96 20%	148 68%	5 3%	19 14%	120 37%	96 27%
Labour	208 21%	-	208 100%	-	-	-	99 21%	7 3%	117 64%	26 19%	109 33%	99 27%
Liberal Democrat	48 5%	-	-	48 100%	-	-	32 7%	2 1%	1 1%	33 24%	15 5%	32 9%
SNP	25 2%	-	-	-	-	-	9 2%	-	4 2%	3 2%	16 5%	9 2%
Plaid Cymru	3 *	-	-	-	-	-	1 *	-	-	1 1%	2 1%	1 *
The UK Independence Party	118 12%	-	-	-	118 100%	-	68 14%	32 14%	20 11%	18 13%	50 15%	68 19%
The Green Party	56 6%	-	-	-	-	-	43 9%	4 2%	7 4%	15 11%	13 4%	43 12%
The British National Party	6 1%	-	-	-	-	-	5 1%	1 1%	-	-	1 *	5 1%
Another party	11 1%	-	-	-	-	-	9 2%	1 *	2 1%	3 2%	2 1%	9 2%
Would not vote	111 11%	-	-	-	-	-	-	3 1%	5 3%	1 1%	-	-
Refused	79 8%	-	-	-	-	79 39%	-	6 3%	4 2%	5 4%	-	-
Don't know	122 12%	-	-	-	-	122 61%	122 25%	16 7%	17 9%	12 9%	-	-

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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	524	277	248	33	75	82	102	91	142	197	113	84	130	142	131	123	73	56	445
Weighted base	517	272	245	47	80	80	90	81	140	155	149	100	114	138	143	122	69	46	451
Conservative	166 32%	81 30%	85 35%	8 18%	21 26%	19 24%	22 24%	29 36%	66 47%	64 41%	41 28%	22 22%	39 34%	46 34%	56 39%	32 26%	26 38%	6 13%	156 35%
Labour	155 30%	75 28%	80 33%	18 39%	22 27%	28 35%	28 32%	23 28%	35 25%	40 26%	45 30%	36 36%	34 30%	42 30%	34 24%	46 38%	19 28%	14 30%	132 29%
Liberal Democrat	35 7%	22 8%	13 5%	6 14%	4 5%	7 9%	10 11%	1 1%	6 5%	13 8%	11 8%	6 6%	5 4%	9 7%	13 9%	7 6%	4 6%	2 4%	32 7%
SNP	20 4%	9 3%	11 4%	2 5%	7 9%	4 5%	5 5%	* 1%	2 1%	8 5%	5 3%	6 6%	2 1%	- -	- -	- -	- -	20 44%	- -
Plaid Cymru	2 *	1 *	* *	- -	1 1%	- -	- -	1 1%	* *	* *	1 *	- -	1 1%	- -	- -	- -	2 2%	- -	- -
The UK Independence Party	93 18%	58 21%	35 14%	6 13%	14 17%	12 15%	18 20%	17 22%	26 18%	16 10%	28 19%	23 23%	25 22%	29 21%	25 17%	24 20%	13 18%	2 4%	89 20%
The Green Party	38 7%	21 8%	16 7%	4 9%	8 11%	7 9%	5 6%	9 11%	4 3%	12 8%	15 10%	6 6%	5 5%	10 8%	13 9%	8 7%	4 6%	2 5%	33 7%
The British National Party	3 1%	1 *	2 1%	- -	* *	3 4%	- -	- -	* *	1 *	1 1%	1 1%	* *	- -	1 1%	1 1%	2 3%	- -	3 1%
Another party	6 1%	5 2%	1 1%	1 2%	3 4%	* *	2 2%	* *	* *	1 1%	2 1%	* *	3 3%	1 1%	2 2%	3 2%	- -	- -	6 1%

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**Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.
 How likely are you, personally, to vote at the next election?**

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

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	524	158	164	32	94	-	244	149	150	80	280	244
Weighted base	517	166	155	35	93	-	249	163	131	96	268	249
Conservative	166	166	-	-	-	-	64	123	4	15	101	64
	32%	100%	-	-	-	-	26%	76%	3%	16%	38%	26%
Labour	155	-	155	-	-	-	67	6	100	23	88	67
	30%	-	100%	-	-	-	27%	4%	76%	24%	33%	27%
Liberal Democrat	35	-	-	35	-	-	26	2	1	24	9	26
	7%	-	-	100%	-	-	10%	1%	1%	25%	3%	10%
SNP	20	-	-	-	-	-	8	-	3	3	12	8
	4%	-	-	-	-	-	3%	-	2%	3%	5%	3%
Plaid Cymru	2	-	-	-	-	-	*	-	-	*	1	*
	*	-	-	-	-	-	*	-	-	*	1%	*
The UK Independence Party	93	-	-	-	93	-	51	27	18	15	42	51
	18%	-	-	-	100%	-	20%	17%	14%	16%	16%	20%
The Green Party	38	-	-	-	-	-	26	3	5	12	11	26
	7%	-	-	-	-	-	10%	2%	4%	13%	4%	10%
The British National Party	3	-	-	-	-	-	2	1	-	-	1	2
	1%	-	-	-	-	-	1%	1%	-	-	*	1%
Another party	6	-	-	-	-	-	5	*	1	3	1	5
	1%	-	-	-	-	-	2%	*	1%	3%	1%	2%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	32%
Labour	30%
Liberal Democrat/ Liberal	7%
Scottish National Party/SNP	4%
Plaid Cymru	*
The UK Independence Party	17%
The Green Party	7%
Other	2%

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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	367	331	55	112	108	131	115	177	262	152	112	172	185	177	171	97	68	597
Weighted base	690	363	327	77	120	105	114	100	174	206	202	132	151	178	195	168	94	55	603
Will definitely vote that way	329 48%	166 46%	163 50%	26 33%	37 31%	44 42%	56 49%	51 51%	115 66%	95 46%	94 47%	54 41%	85 57%	87 49%	94 48%	71 43%	49 52%	27 50%	287 48%
Might end up voting differently	362 52%	197 54%	164 50%	52 67%	83 69%	61 58%	58 51%	49 49%	59 34%	110 54%	108 53%	78 59%	65 43%	91 51%	101 52%	96 57%	46 48%	28 50%	316 52%

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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

	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	208	218	44	121	-	353	178	181	100	345	353
Weighted base	690	216	208	48	118	-	362	194	156	119	329	362
Will definitely vote that way	329 48%	120 56%	109 52%	15 32%	50 42%	-	-	113 58%	91 58%	44 37%	329 100%	-
Might end up voting differently	362 52%	96 44%	99 48%	32 68%	68 58%	-	362 100%	82 42%	66 42%	76 63%	-	362 100%

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Table 6

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

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	1002	491	511	85	156	159	200	168	234	356	205	177	264	278	252	238	142	92	860
Weighted base	1002	490	512	119	169	164	177	148	226	277	276	214	235	273	267	238	142	83	872
Right direction	452 45%	245 50%	206 40%	58 48%	80 47%	70 43%	71 40%	57 39%	115 51%	147 53%	135 49%	92 43%	78 33%	130 48%	139 52%	80 34%	67 47%	35 43%	396 45%
Wrong direction	503 50%	221 45%	281 55%	55 47%	83 49%	87 53%	96 54%	85 57%	96 43%	120 43%	132 48%	111 52%	140 59%	128 47%	116 43%	147 62%	68 48%	43 52%	434 50%
Don't know	48 5%	23 5%	24 5%	6 5%	6 4%	6 4%	10 5%	6 4%	14 6%	10 4%	10 3%	11 5%	17 7%	14 5%	12 5%	10 4%	7 5%	4 5%	42 5%

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Table 6

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

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	208	218	44	121	201	478	203	212	115	345	353
Weighted base	1002	216	208	48	118	200	484	219	183	138	329	362
Right direction	452	172	81	33	31	82	227	146	57	67	159	177
	45%	80%	39%	70%	26%	41%	47%	67%	31%	49%	48%	49%
Wrong direction	503	41	118	13	84	101	231	68	114	67	159	171
	50%	19%	57%	26%	72%	50%	48%	31%	62%	49%	48%	47%
Don't know	48	3	9	2	2	18	26	4	12	3	10	14
	5%	1%	5%	3%	2%	9%	5%	2%	7%	2%	3%	4%

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Absolutes/col percents

Table 7

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Yes	594 59%	611 61%
No	408 41%	391 39%

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Absolutes/col percents

Table 8
Is the house or flat in which you live...?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Owners	641 64%	651 65%
Owned outright - without mortgage	307 31%	331 33%
Owned with a mortgage or loan	334 33%	320 32%
NET: Renters	342 34%	338 34%
Rented from the council	98 10%	140 14%
Rented from a housing association	94 9%	70 7%
Rented from someone else	150 15%	127 13%
Rent free	19 2%	13 1%

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Table 9
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
None	218 22%	210 21%
1	385 38%	421 42%
2	298 30%	281 28%
3+	101 10%	90 9%
Mean	1.34	1.31
Standard deviation	1.11	1.07
Standard error	0.03	0.03

The Ashcroft National Poll
CATI Fieldwork : 3rd - 5th October 2014

Absolutes/col percents

Table 10
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Working	615 61%	561 56%
Working full time - working 30 hours per week or more	461 46%	441 44%
Working part time - working between 8 and 29 hours per week	154 15%	120 12%
NET: Not Working	387 39%	441 44%
Not working but seeking work or temporarily unemployed or sick	64 6%	81 8%
Not working and not seeking work/ student	43 4%	65 6%
Retired on a state pension only	129 13%	122 12%
Retired with a private pension	127 13%	138 14%
House person, housewife, househusband, etc.	24 2%	35 4%

The Ashcroft National Poll
CATI Fieldwork : 3rd - 5th October 2014

Absolutes/col percents

Table 11
SEG
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
NET: AB	356 36%	268 27%
A	109 11%	83 8%
B	247 25%	185 18%
C1	205 20%	278 28%
C2	177 18%	218 22%
D	105 10%	83 8%
E	159 16%	155 16%
NET: DE	264 26%	238 24%

The Ashcroft National Poll
CATI Fieldwork : 3rd - 5th October 2014

Absolutes/col percents

Table 12

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
18-24	85 8%	119 12%
25-34	156 16%	169 17%
35-44	159 16%	169 17%
45-54	200 20%	179 18%
55-64	168 17%	149 15%
65 or older	234 23%	218 22%
Average age	48.85	47.02

The Ashcroft National Poll
CATI Fieldwork : 3rd - 5th October 2014

Absolutes/col percents

Table 13
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	491 49%	491 49%
Female	511 51%	511 51%

The Ashcroft National Poll
CATI Fieldwork : 3rd - 5th October 2014

Absolutes/col percents

Table 14
Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Scotland	92 9%	90 9%
North East	42 4%	40 4%
North West	109 11%	110 11%
Yorkshire & Humberside	87 9%	90 9%
West Midlands	86 9%	90 9%
East Midlands	67 7%	70 7%
Wales	50 5%	50 5%
Eastern	99 10%	100 10%
London	134 13%	130 13%
South East	144 14%	140 14%
South West	92 9%	90 9%

The Ashcroft National Poll
CATI Fieldwork : 3rd - 5th October 2014

Absolutes/col percents

Table 15

**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	1002	1002
Weighted base	1002	1002
Conservative	203 20%	219 22%
Labour	212 21%	183 18%
Liberal Democrat	115 11%	138 14%
Another party	83 8%	59 6%
Didn't vote	302 30%	314 31%
Refused	61 6%	63 6%
Don't know	26 3%	27 3%