

The Ashcroft National Poll

CATI Fieldwork : 17th - 19th 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		1000	488	512	84	154	164	207	157	234	352	226	187	235	256	262	249	144	89	859
Weighted base		1000	486	514	123	171	166	176	148	216	267	281	215	237	271	260	241	141	87	864
Absolutely certain to vote	(10)	561 56%	273 56%	289 56%	38 31%	75 44%	89 54%	102 58%	100 67%	157 73%	171 64%	171 61%	115 53%	106 45%	140 51%	161 62%	131 54%	67 48%	63 72%	475 55%
	(9)	56 6%	28 6%	28 6%	12 10%	9 6%	8 5%	10 6%	8 6%	8 4%	17 6%	13 5%	13 6%	13 6%	25 9%	8 3%	8 3%	11 8%	4 5%	48 6%
	(8)	83 8%	49 10%	34 7%	16 13%	14 8%	24 15%	11 6%	10 7%	7 3%	26 10%	22 8%	18 9%	16 7%	27 10%	18 7%	23 10%	14 10%	1 2%	77 9%
	(7)	49 5%	26 5%	23 5%	13 11%	17 10%	8 5%	3 2%	3 2%	6 3%	13 5%	18 6%	7 3%	11 5%	11 4%	10 4%	18 8%	7 5%	3 3%	42 5%
	(6)	28 3%	12 3%	16 3%	10 8%	7 4%	2 1%	3 2%	1 1%	4 2%	9 3%	5 2%	9 4%	5 2%	12 4%	4 1%	9 4%	2 1%	2 2%	26 3%
	(5)	82 8%	34 7%	48 9%	14 11%	19 11%	13 8%	9 5%	8 6%	19 9%	15 6%	18 6%	23 11%	26 11%	19 7%	25 10%	18 7%	15 11%	6 6%	72 8%
	(4)	13 1%	6 1%	7 1%	4 3%	4 2%	1 1%	1 1%	2 1%	1 1%	4 1%	6 2%	2 1%	1 *	4 1%	2 1%	4 1%	2 1%	1 1%	11 1%
	(3)	15 1%	7 1%	8 2%	3 2%	1 1%	1 1%	6 3%	1 1%	2 1%	2 1%	1 *	4 2%	8 3%	3 1%	5 2%	3 1%	2 2%	1 1%	14 2%
	(2)	12 1%	3 1%	9 2%	- -	2 1%	3 2%	3 2%	1 1%	3 1%	2 1%	2 1%	2 1%	6 3%	4 2%	2 1%	4 2%	2 1%	- -	11 1%
Definitely would not vote	(1)	99 10%	46 9%	52 10%	12 10%	22 13%	17 10%	25 14%	13 9%	9 4%	9 3%	24 9%	20 9%	45 19%	25 9%	26 10%	23 10%	19 13%	6 7%	85 10%
Refused		2 *	2 *	- -	- -	- -	2 1%	- -	- -	- -	1 *	1 1%	- -	2 1%	- -	- -	- -	- -	- -	2 *
Mean		7.94	8.04	7.84	7.17	7.31	7.93	7.70	8.45	8.73	8.68	8.21	7.84	6.87	7.93	8.04	7.86	7.49	8.63	7.90
Standard deviation		3.01	2.93	3.09	2.86	3.17	2.99	3.41	2.86	2.49	2.28	2.86	3.00	3.58	2.95	3.05	2.99	3.24	2.68	3.01
Standard error		0.10	0.13	0.14	0.31	0.26	0.23	0.24	0.23	0.16	0.12	0.19	0.22	0.23	0.19	0.19	0.19	0.27	0.28	0.10

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Base: All respondents

		Voting Intention					Swing Vote	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP		DK/Ref	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1000	205	218	47	128	203	428	234	188	103	397	304
Weighted base		1000	190	222	50	130	199	439	213	178	134	388	315
Absolutely certain to vote	(10)	561 56%	132 69%	141 63%	30 61%	88 67%	106 53%	211 48%	163 76%	127 71%	92 69%	294 76%	162 51%
	(9)	56 6%	10 5%	14 6%	6 11%	10 7%	8 4%	35 8%	12 6%	9 5%	8 6%	19 5%	29 9%
	(8)	83 8%	16 8%	21 10%	3 6%	11 9%	15 8%	47 11%	16 7%	14 8%	7 5%	32 8%	36 12%
	(7)	49 5%	10 5%	11 5%	- -	7 5%	15 8%	37 8%	5 2%	6 3%	13 10%	10 3%	24 8%
	(6)	28 3%	5 3%	11 5%	1 2%	1 1%	9 5%	20 5%	5 2%	4 2%	2 2%	6 2%	13 4%
	(5)	82 8%	11 6%	14 6%	6 11%	8 6%	33 17%	64 15%	8 4%	13 7%	6 5%	14 4%	35 11%
	(4)	13 1%	4 2%	3 1%	1 2%	3 2%	1 1%	10 2%	1 *	- -	- -	3 1%	8 3%
	(3)	15 1%	3 1%	2 1%	3 6%	2 1%	4 2%	9 2%	1 *	1 *	3 3%	5 1%	6 2%
	(2)	12 1%	- -	6 3%	- -	1 1%	5 3%	6 1%	2 1%	3 1%	- -	6 2%	1 *
Definitely would not vote	(1)	99 10%	- -	- -	- -	- -	- -	- -	1 1%	2 1%	1 1%	- -	- -
Refused		2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -
Mean		7.94	9.00	8.73	8.58	8.97	8.16	8.14	9.26	8.99	8.99	9.21	8.40
Standard deviation		3.01	1.79	2.08	2.29	1.85	2.35	2.23	1.68	1.97	1.83	1.74	2.07
Standard error		0.10	0.13	0.14	0.33	0.16	0.17	0.11	0.11	0.14	0.18	0.09	0.12

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Absolutes/col percents

Table 2

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

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1000	488	512	84	154	164	207	157	234	352	226	187	235	256	262	249	144	89	859
Weighted base	1000	486	514	123	171	166	176	148	216	267	281	215	237	271	260	241	141	87	864
Conservative	190 19%	100 21%	90 18%	13 11%	29 17%	31 19%	27 15%	30 21%	60 28%	60 22%	62 22%	40 19%	28 12%	68 25%	46 18%	42 17%	29 21%	5 5%	179 21%
Labour	222 22%	97 20%	126 24%	33 27%	39 23%	38 23%	42 24%	39 26%	31 14%	66 25%	65 23%	37 17%	55 23%	63 23%	61 24%	61 25%	19 14%	17 20%	196 23%
Liberal Democrat	50 5%	20 4%	30 6%	3 2%	7 4%	6 4%	10 5%	4 3%	19 9%	22 8%	15 5%	9 4%	3 1%	16 6%	15 6%	7 3%	10 7%	2 2%	46 5%
SNP	30 3%	14 3%	15 3%	1 1%	5 3%	13 8%	4 2%	3 2%	3 1%	8 3%	8 3%	11 5%	3 1%	-	-	-	-	30 34%	-
Plaid Cymru	6 1%	4 1%	2 *	1 1%	-	1 *	2 1%	1 1%	2 1%	1 *	2 1%	3 1%	1 1%	-	-	-	6 5%	-	-
The UK Independence Party	130 13%	80 17%	50 10%	15 12%	16 9%	15 9%	29 16%	14 10%	41 19%	21 8%	30 11%	41 19%	38 16%	34 13%	37 14%	38 16%	16 11%	5 6%	120 14%
The Green Party	59 6%	33 7%	26 5%	24 19%	15 9%	7 4%	4 2%	5 4%	4 2%	21 8%	15 5%	12 6%	10 4%	12 4%	12 5%	16 7%	14 10%	5 5%	53 6%
The British National Party	5 *	3 1%	1 *	2 2%	-	1 *	1 1%	1 1%	-	1 1%	2 1%	1 *	-	1 *	1 *	2 1%	1 *	-	5 1%
Another party	11 1%	8 2%	3 1%	-	2 1%	4 2%	1 1%	3 2%	1 *	4 2%	-	2 1%	5 2%	3 1%	3 1%	3 1%	1 1%	1 1%	9 1%
Would not vote	99 10%	46 9%	52 10%	12 10%	22 13%	17 10%	25 14%	13 9%	9 4%	9 3%	24 9%	20 9%	45 19%	25 9%	26 10%	23 10%	19 13%	6 7%	85 10%
Refused	74 7%	34 7%	41 8%	-	5 3%	14 8%	11 6%	20 13%	25 12%	21 8%	22 8%	13 6%	18 8%	18 6%	21 8%	19 8%	8 6%	9 10%	62 7%
Don't know	125 12%	47 10%	78 15%	18 15%	30 18%	20 12%	22 12%	14 10%	21 10%	33 12%	36 13%	24 11%	31 13%	31 12%	39 15%	30 12%	17 12%	8 9%	109 13%

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Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1000	205	218	47	128	203	428	234	188	103	397	304
Weighted base	1000	190	222	50	130	199	439	213	178	134	388	315
Conservative	190 19%	190 100%	-	-	-	-	80 18%	139 65%	4 2%	7 5%	111 29%	80 25%
Labour	222 22%	-	222 100%	-	-	-	90 21%	7 3%	122 68%	30 22%	132 34%	90 29%
Liberal Democrat	50 5%	-	-	50 100%	-	-	28 6%	2 1%	1 1%	32 24%	21 6%	28 9%
SNP	30 3%	-	-	-	-	-	7 2%	-	10 6%	2 2%	23 6%	7 2%
Plaid Cymru	6 1%	-	-	-	-	-	3 1%	-	1 *	-	4 1%	3 1%
The UK Independence Party	130 13%	-	-	-	130 100%	-	55 12%	35 16%	18 10%	17 13%	75 19%	55 17%
The Green Party	59 6%	-	-	-	-	-	42 9%	3 1%	5 3%	19 14%	17 4%	42 13%
The British National Party	5 *	-	-	-	-	-	4 1%	-	1 1%	-	1 *	4 1%
Another party	11 1%	-	-	-	-	-	6 1%	3 1%	2 1%	-	5 1%	6 2%
Would not vote	99 10%	-	-	-	-	-	-	1 1%	2 1%	1 1%	-	-
Refused	74 7%	-	-	-	-	74 37%	-	5 2%	2 1%	3 2%	-	-
Don't know	125 12%	-	-	-	-	125 63%	125 28%	17 8%	10 6%	24 18%	-	-

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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	523	272	250	38	70	83	109	88	134	207	120	101	96	138	131	126	75	52	443
Weighted base	517	268	249	56	78	85	92	80	126	158	151	114	94	142	132	118	73	51	442
Conservative	144	74	70	5	19	24	22	24	50	48	48	28	20	50	37	31	22	4	134
	28%	28%	28%	10%	24%	28%	24%	30%	40%	30%	32%	25%	21%	35%	28%	26%	30%	8%	30%
Labour	160	72	88	23	26	26	31	30	24	54	46	26	35	44	45	42	15	14	139
	31%	27%	36%	41%	34%	31%	34%	37%	19%	34%	30%	22%	37%	31%	34%	36%	21%	27%	31%
Liberal Democrat	35	14	20	2	4	6	6	3	14	15	13	5	1	13	11	4	6	1	33
	7%	5%	8%	4%	5%	7%	7%	4%	11%	10%	9%	5%	1%	9%	8%	4%	9%	2%	7%
SNP	25	12	13	1	4	11	4	2	3	6	7	10	2	-	-	-	-	25	-
	5%	5%	5%	1%	5%	13%	4%	3%	2%	4%	5%	9%	2%	-	-	-	-	49%	-
Plaid Cymru	5	3	1	1	-	1	1	1	2	1	2	2	1	-	-	-	5	-	-
	1%	1%	1%	1%	-	1%	1%	1%	2%	*	1%	1%	1%	-	-	-	6%	-	-
The UK Independence Party	98	62	36	8	13	10	24	13	31	16	23	32	28	25	29	28	12	4	91
	19%	23%	14%	14%	16%	12%	26%	16%	25%	10%	15%	28%	29%	18%	22%	23%	17%	7%	20%
The Green Party	41	24	17	16	11	5	3	5	2	14	12	9	6	8	8	11	11	3	38
	8%	9%	7%	28%	14%	6%	3%	6%	2%	9%	8%	8%	6%	6%	6%	10%	15%	6%	9%
The British National Party	2	1	1	*	-	1	1	1	-	1	*	1	-	1	1	*	1	-	2
	*	*	1%	*	-	1%	1%	1%	-	1%	*	1%	-	1%	1%	*	1%	-	1%
Another party	7	6	1	-	1	2	1	2	1	3	-	2	2	3	2	1	1	1	6
	1%	2%	*	-	2%	3%	1%	3%	*	2%	-	2%	2%	2%	1%	1%	1%	1%	1%

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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	523	157	160	31	99	-	205	170	135	65	317	205
Weighted base	517	144	160	35	98	-	210	154	128	83	307	210
Conservative	144	144	-	-	-	-	54	114	3	5	90	54
	28%	100%	-	-	-	-	26%	74%	3%	6%	29%	26%
Labour	160	-	160	-	-	-	59	4	94	24	101	59
	31%	-	100%	-	-	-	28%	3%	74%	29%	33%	28%
Liberal Democrat	35	-	-	35	-	-	17	2	1	25	17	17
	7%	-	-	100%	-	-	8%	1%	1%	30%	6%	8%
SNP	25	-	-	-	-	-	6	-	9	2	19	6
	5%	-	-	-	-	-	3%	-	7%	3%	6%	3%
Plaid Cymru	5	-	-	-	-	-	1	-	*	-	3	1
	1%	-	-	-	-	-	1%	-	*	-	1%	1%
The UK Independence Party	98	-	-	-	98	-	38	30	14	14	60	38
	19%	-	-	-	100%	-	18%	20%	11%	16%	20%	18%
The Green Party	41	-	-	-	-	-	28	2	3	14	14	28
	8%	-	-	-	-	-	13%	1%	3%	16%	4%	13%
The British National Party	2	-	-	-	-	-	2	-	1	-	1	2
	*	-	-	-	-	-	1%	-	1%	-	*	1%
Another party	7	-	-	-	-	-	4	2	1	-	3	4
	1%	-	-	-	-	-	2%	2%	1%	-	1%	2%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	28%
Labour	31%
Liberal Democrat/ Liberal	7%
Scottish National Party/SNP	5%
Plaid Cymru	1%
The UK Independence Party	18%
The Green Party	8%
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	701	360	341	63	103	112	141	111	171	267	157	137	140	186	173	177	99	66	601
Weighted base	703	360	343	92	114	115	119	101	161	203	199	158	143	197	175	169	97	65	607
Will definitely vote that way	388	198	190	31	51	59	78	60	110	111	106	85	86	107	93	95	53	40	330
	55%	55%	55%	33%	45%	51%	65%	59%	68%	55%	53%	54%	60%	54%	54%	56%	55%	61%	54%
Might end up voting differently	315	162	153	62	63	57	41	41	51	92	93	73	57	90	81	74	44	25	278
	45%	45%	45%	67%	55%	49%	35%	41%	32%	45%	47%	46%	40%	46%	46%	44%	45%	39%	46%

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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	701	205	218	47	128	-	304	207	170	84	397	304
Weighted base	703	190	222	50	130	-	315	190	164	107	388	315
Will definitely vote that way	388 55%	111 58%	132 59%	21 43%	75 58%	-	-	118 62%	108 66%	42 39%	388 100%	-
Might end up voting differently	315 45%	80 42%	90 41%	28 57%	55 42%	-	315 100%	72 38%	56 34%	66 61%	-	315 100%

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Table 6

Q5. Thinking about all the things that may affect the British economy how do you think it will fare over the next year for ...

-The country as a whole

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	1000	488	512	84	154	164	207	157	234	352	226	187	235	256	262	249	144	89	859	
Weighted base	1000	486	514	123	171	166	176	148	216	267	281	215	237	271	260	241	141	87	864	
NET: Well	574	302	272	74	107	84	102	77	130	170	162	125	118	170	153	126	81	44	504	
	57%	62%	53%	60%	62%	51%	58%	52%	60%	64%	58%	58%	50%	63%	59%	52%	58%	51%	58%	
Very well	(4)	46	23	23	7	4	4	13	5	13	11	5	13	18	10	16	13	4	3	40
		5%	5%	4%	6%	2%	2%	7%	4%	6%	4%	2%	6%	7%	4%	6%	5%	3%	4%	5%
Quite well	(3)	528	279	249	67	103	80	90	72	117	160	157	112	100	160	137	113	78	41	464
		53%	57%	48%	55%	60%	48%	51%	49%	54%	60%	56%	52%	42%	59%	53%	47%	55%	47%	54%
Quite badly	(2)	281	120	161	30	42	56	44	48	60	69	77	67	68	67	73	81	38	23	241
		28%	25%	31%	25%	25%	34%	25%	33%	28%	26%	28%	31%	29%	25%	28%	33%	27%	26%	28%
Very badly	(1)	109	50	59	14	19	20	23	15	17	23	32	19	36	24	24	28	16	17	89
		11%	10%	11%	12%	11%	12%	13%	10%	8%	8%	11%	9%	15%	9%	9%	12%	11%	20%	10%
NET: Badly		390	170	220	45	61	76	68	64	77	92	109	86	104	91	97	109	54	40	330
		39%	35%	43%	36%	35%	46%	38%	43%	36%	34%	39%	40%	44%	33%	37%	45%	38%	46%	38%
Don't know		36	14	22	4	4	5	7	7	9	5	10	4	16	10	10	6	6	3	30
		4%	3%	4%	3%	2%	3%	4%	5%	4%	2%	4%	2%	7%	4%	4%	3%	4%	3%	3%
Mean		2.53	2.58	2.48	2.56	2.55	2.42	2.54	2.48	2.61	2.60	2.50	2.56	2.45	2.60	2.58	2.47	2.51	2.36	2.55
Standard deviation		0.76	0.74	0.76	0.78	0.72	0.74	0.82	0.74	0.73	0.70	0.72	0.74	0.86	0.71	0.75	0.77	0.73	0.85	0.75
Standard error		0.02	0.03	0.03	0.09	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.05	0.06	0.05	0.05	0.05	0.06	0.09	0.03

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Absolutes/col percents

Table 6

Q5. Thinking about all the things that may affect the British economy how do you think it will fare over the next year for ...

-The country as a whole

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1000	205	218	47	128	203	428	234	188	103	397	304
Weighted base	1000	190	222	50	130	199	439	213	178	134	388	315
NET: Well	574 57%	157 83%	131 59%	33 67%	71 55%	104 53%	267 61%	168 79%	99 55%	58 43%	241 62%	202 64%
Very well	(4) 46 5%	15 8%	11 5%	3 6%	7 5%	7 4%	12 3%	18 8%	11 6%	2 1%	31 8%	6 2%
Quite well	(3) 528 53%	142 75%	120 54%	31 62%	64 49%	97 49%	255 58%	150 70%	88 49%	56 42%	210 54%	196 62%
Quite badly	(2) 281 28%	25 13%	64 29%	15 30%	42 32%	61 31%	126 29%	37 17%	53 30%	61 45%	95 24%	89 28%
Very badly	(1) 109 11%	5 3%	22 10%	- -	11 9%	24 12%	37 8%	5 3%	19 10%	13 10%	38 10%	21 7%
NET: Badly	390 39%	30 16%	86 39%	15 30%	53 41%	85 43%	164 37%	42 20%	71 40%	74 55%	132 34%	110 35%
Don't know	36 4%	3 2%	6 3%	1 2%	6 4%	9 5%	8 2%	3 2%	8 5%	2 2%	15 4%	3 1%
Mean	2.53	2.89	2.55	2.75	2.53	2.46	2.56	2.86	2.54	2.35	2.63	2.60
Standard deviation	0.76	0.56	0.74	0.56	0.74	0.76	0.69	0.59	0.78	0.68	0.78	0.64
Standard error	0.02	0.04	0.05	0.08	0.07	0.05	0.03	0.04	0.06	0.07	0.04	0.04

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Absolutes/col percents

Table 7

Q5. Thinking about all the things that may affect the British economy how do you think it will fare over the next year for ...

-You and your family

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	1000	488	512	84	154	164	207	157	234	352	226	187	235	256	262	249	144	89	859	
Weighted base	1000	486	514	123	171	166	176	148	216	267	281	215	237	271	260	241	141	87	864	
NET: Well	634	318	317	85	107	109	104	86	142	187	190	136	121	183	171	147	77	55	550	
	63%	65%	62%	70%	63%	66%	59%	58%	66%	70%	68%	63%	51%	68%	66%	61%	55%	64%	64%	
Very well	(4)	68	36	32	10	10	10	14	9	16	24	13	9	22	19	25	13	6	5	58
		7%	7%	6%	8%	6%	6%	8%	6%	7%	9%	5%	4%	9%	7%	10%	5%	5%	6%	7%
Quite well	(3)	566	281	284	76	97	99	90	77	127	162	177	128	99	165	146	134	71	50	492
		57%	58%	55%	62%	57%	60%	51%	52%	59%	61%	63%	59%	42%	61%	56%	56%	50%	57%	57%
Quite badly	(2)	246	110	136	32	44	32	41	45	50	61	60	55	70	58	61	63	44	19	213
		25%	23%	26%	26%	26%	20%	23%	30%	23%	23%	21%	26%	30%	22%	23%	26%	31%	22%	25%
Very badly	(1)	72	35	38	1	10	19	20	11	12	11	18	16	27	14	18	20	11	9	60
		7%	7%	7%	1%	6%	12%	11%	7%	5%	4%	7%	8%	11%	5%	7%	8%	8%	10%	7%
NET: Badly		318	144	174	34	54	52	61	55	62	72	79	71	97	72	79	83	55	28	273
		32%	30%	34%	27%	32%	31%	35%	37%	29%	27%	28%	33%	41%	27%	31%	35%	39%	32%	32%
Don't know		48	24	24	4	10	5	11	6	12	9	12	7	19	16	10	11	8	3	41
		5%	5%	5%	3%	6%	3%	6%	4%	6%	3%	4%	3%	8%	6%	4%	4%	6%	4%	5%
Mean		2.66	2.69	2.63	2.79	2.66	2.62	2.59	2.60	2.72	2.77	2.69	2.62	2.54	2.74	2.71	2.61	2.55	2.62	2.67
Standard deviation		0.72	0.72	0.72	0.59	0.69	0.78	0.81	0.73	0.69	0.67	0.67	0.69	0.84	0.67	0.74	0.73	0.72	0.77	0.72
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.05	0.06	0.04	0.05	0.05	0.06	0.08	0.02

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Absolutes/col percents

Table 7

Q5. Thinking about all the things that may affect the British economy how do you think it will fare over the next year for ...

-You and your family

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1000	205	218	47	128	203	428	234	188	103	397	304
Weighted base	1000	190	222	50	130	199	439	213	178	134	388	315
NET: Well	634 63%	165 87%	145 65%	38 77%	76 58%	117 59%	296 67%	171 80%	114 64%	80 59%	261 67%	222 71%
Very well	(4) 68 7%	18 10%	16 7%	4 8%	12 10%	12 6%	19 4%	23 11%	16 9%	5 4%	42 11%	12 4%
Quite well	(3) 566 57%	147 77%	129 58%	34 68%	63 49%	105 53%	278 63%	148 70%	98 55%	75 56%	219 56%	210 67%
Quite badly	(2) 246 25%	17 9%	62 28%	9 17%	40 31%	51 26%	102 23%	33 16%	50 28%	42 31%	90 23%	70 22%
Very badly	(1) 72 7%	1 *	10 4%	1 2%	9 7%	16 8%	24 6%	5 2%	7 4%	6 5%	22 6%	12 4%
NET: Badly	318 32%	17 9%	72 32%	9 19%	50 38%	67 34%	126 29%	38 18%	57 32%	48 36%	113 29%	82 26%
Don't know	48 5%	8 4%	5 2%	2 5%	5 4%	14 7%	17 4%	4 2%	7 4%	7 5%	15 4%	10 3%
Mean	2.66	3.00	2.70	2.87	2.63	2.61	2.69	2.91	2.71	2.61	2.75	2.73
Standard deviation	0.72	0.46	0.67	0.57	0.76	0.74	0.65	0.59	0.69	0.64	0.73	0.60
Standard error	0.02	0.03	0.05	0.09	0.07	0.05	0.03	0.04	0.05	0.07	0.04	0.03

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Absolutes/col percents

Table 8

Q6. Thinking back to the time of the last general election, in 2010, would you say the country as a whole is / you and your family are better off now than in 2010, or worse off, or about the same?

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	1000	488	512	84	154	164	207	157	234	352	226	187	235	256	262	249	144	89	859
Weighted base	1000	486	514	123	171	166	176	148	216	267	281	215	237	271	260	241	141	87	864
<u>The country as a whole</u>																			
Better off now than in 2010	243 24%	142 29%	101 20%	29 24%	52 31%	38 23%	39 22%	30 20%	55 25%	77 29%	79 28%	50 23%	38 16%	69 26%	67 26%	53 22%	36 26%	18 21%	218 25%
Worse off now than in 2010	415 42%	175 36%	240 47%	42 34%	62 36%	76 46%	80 45%	76 52%	79 37%	105 39%	115 41%	94 44%	101 42%	106 39%	112 43%	100 41%	58 42%	40 46%	354 41%
No better or worse off	330 33%	163 34%	166 32%	52 42%	56 33%	48 29%	56 32%	39 27%	78 36%	81 30%	86 31%	70 32%	93 39%	92 34%	81 31%	85 35%	44 31%	28 32%	283 33%
Don't know	12 1%	5 1%	7 1%	- -	1 1%	3 2%	1 1%	2 2%	4 2%	4 1%	1 *	1 1%	5 2%	4 2%	1 *	3 1%	2 2%	1 1%	10 1%
<u>You and your family</u>																			
Better off now than in 2010	182 18%	112 23%	70 14%	33 27%	43 25%	31 19%	28 16%	12 8%	35 16%	68 26%	48 17%	35 16%	31 13%	51 19%	54 21%	44 18%	19 14%	14 16%	163 19%
Worse off now than in 2010	372 37%	167 34%	205 40%	30 24%	57 33%	60 36%	84 48%	69 47%	72 33%	82 31%	107 38%	83 39%	100 42%	102 37%	84 32%	92 38%	62 44%	32 37%	320 37%
No better or worse off	434 43%	202 42%	232 45%	59 48%	69 41%	73 44%	63 36%	64 43%	106 49%	113 42%	124 44%	98 45%	100 42%	115 42%	121 47%	101 42%	56 40%	41 47%	371 43%
Don't know	12 1%	4 1%	8 2%	2 2%	2 1%	1 1%	1 1%	3 2%	4 2%	4 1%	3 1%	- -	6 3%	3 1%	2 1%	4 2%	3 2%	- -	9 1%

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Absolutes/col percents

Table 8

Q6. Thinking back to the time of the last general election, in 2010, would you say the country as a whole is / you and your family are better off now than in 2010, or worse off, or about the same?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1000	205	218	47	128	203	428	234	188	103	397	304
Weighted base	1000	190	222	50	130	199	439	213	178	134	388	315
<u>The country as a whole</u>												
Better off now than in 2010	243 24%	92 48%	33 15%	8 15%	29 22%	47 24%	109 25%	95 44%	29 16%	23 17%	99 26%	82 26%
Worse off now than in 2010	415 42%	33 17%	121 55%	19 39%	65 50%	79 40%	168 38%	45 21%	94 53%	68 50%	165 43%	122 39%
No better or worse off	330 33%	65 34%	68 31%	22 44%	36 28%	67 34%	159 36%	71 33%	56 31%	43 32%	121 31%	109 35%
Don't know	12 1%	1 1%	-	1 2%	-	5 3%	4 1%	2 1%	-	1 1%	2 1%	1 *
<u>You and your family</u>												
Better off now than in 2010	182 18%	60 31%	29 13%	12 24%	17 13%	35 17%	70 16%	64 30%	27 15%	20 15%	85 22%	52 17%
Worse off now than in 2010	372 37%	27 14%	96 43%	17 35%	61 47%	78 39%	150 34%	44 21%	75 42%	60 45%	145 37%	102 32%
No better or worse off	434 43%	101 53%	97 44%	20 40%	51 39%	80 40%	212 48%	103 48%	75 42%	53 39%	155 40%	160 51%
Don't know	12 1%	3 1%	-	-	1 1%	6 3%	7 2%	3 1%	1 1%	1 1%	3 1%	1 *

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Absolutes/col percents

Table 9

Q7. Imagine that since 2010 we had had a Labour government, rather than a coalition between the Conservatives and the Liberal Democrats. Do you think the country as a whole / you and your family would be better off than it is now if we had had a Labour government since 2010?

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1000	488	512	84	154	164	207	157	234	352	226	187	235	256	262	249	144	89	859
Weighted base	1000	486	514	123	171	166	176	148	216	267	281	215	237	271	260	241	141	87	864
<u>The country as a whole</u>																			
We would be better off now if we had had a Labour government since 2010	225 22%	111 23%	114 22%	41 34%	47 28%	39 23%	29 17%	35 24%	33 15%	60 23%	71 25%	43 20%	50 21%	54 20%	64 25%	58 24%	31 22%	17 20%	195 23%
We would be worse off now if we had had a Labour government since 2010	347 35%	177 36%	169 33%	12 9%	42 24%	53 32%	64 36%	58 39%	118 55%	91 34%	103 37%	76 35%	77 32%	108 40%	92 36%	80 33%	44 31%	22 26%	311 36%
We would be no better or worse off	384 38%	177 36%	207 40%	63 52%	70 41%	64 39%	80 45%	50 34%	57 27%	99 37%	98 35%	87 40%	100 42%	95 35%	94 36%	96 40%	60 43%	38 44%	325 38%
Don't know	45 4%	21 4%	24 5%	7 5%	13 7%	9 6%	4 2%	5 3%	8 3%	17 6%	8 3%	9 4%	10 4%	14 5%	9 3%	7 3%	5 4%	10 11%	32 4%
<u>You and your family</u>																			
We would be better off now if we had had a Labour government since 2010	228 23%	114 23%	114 22%	40 32%	51 30%	37 22%	35 20%	30 20%	36 16%	61 23%	73 26%	42 20%	52 22%	53 20%	61 23%	58 24%	37 27%	19 22%	191 22%
We would be worse off now if we had had a Labour government since 2010	300 30%	151 31%	149 29%	12 10%	28 16%	44 26%	59 34%	48 33%	109 51%	75 28%	78 28%	75 35%	73 31%	91 34%	81 31%	71 30%	38 27%	19 21%	271 31%
We would be no better or worse off	421 42%	194 40%	227 44%	65 53%	81 48%	76 46%	76 43%	60 40%	64 30%	115 43%	118 42%	88 41%	100 42%	113 42%	106 41%	101 42%	59 42%	41 47%	360 42%
Don't know	50 5%	26 5%	24 5%	6 5%	11 7%	10 6%	6 3%	10 7%	7 3%	17 6%	12 4%	10 5%	12 5%	14 5%	12 5%	11 5%	6 4%	8 9%	41 5%

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Absolutes/col percents

Table 9

Q7. Imagine that since 2010 we had had a Labour government, rather than a coalition between the Conservatives and the Liberal Democrats. Do you think the country as a whole / you and your family would be better off than it is now if we had had a Labour government since 2010?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1000	205	218	47	128	203	428	234	188	103	397	304
Weighted base	1000	190	222	50	130	199	439	213	178	134	388	315
The country as a whole												
We would be better off now if we had had a Labour government since 2010	225 22%	9 5%	126 57%	6 11%	10 8%	33 17%	76 17%	8 4%	75 42%	37 28%	115 30%	58 18%
We would be worse off now if we had had a Labour government since 2010	347 35%	145 76%	12 5%	19 38%	71 54%	63 32%	134 31%	168 79%	21 12%	38 28%	172 44%	99 32%
We would be no better or worse off	384 38%	35 18%	82 37%	25 50%	46 35%	78 39%	204 46%	35 16%	79 44%	53 40%	96 25%	148 47%
Don't know	45 4%	2 1%	2 1%	1 1%	4 3%	24 12%	25 6%	2 1%	3 2%	6 4%	5 1%	9 3%
You and your family												
We would be better off now if we had had a Labour government since 2010	228 23%	14 7%	114 51%	7 14%	13 10%	34 17%	82 19%	14 6%	78 44%	34 25%	114 29%	64 20%
We would be worse off now if we had had a Labour government since 2010	300 30%	123 64%	9 4%	17 35%	63 48%	49 25%	107 24%	144 67%	13 7%	31 23%	152 39%	83 26%
We would be no better or worse off	421 42%	49 26%	97 44%	24 48%	52 40%	88 44%	225 51%	51 24%	84 47%	63 47%	115 30%	158 50%
Don't know	50 5%	5 2%	2 1%	2 3%	3 2%	29 14%	25 6%	5 2%	4 2%	6 4%	7 2%	9 3%

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Absolutes/col percents

Table 10
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Yes	593 59%	610 61%
No	407 41%	390 39%

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Absolutes/col percents

Table 11
Is the house or flat in which you live...?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
NET: Owners	644 64%	650 65%
Owned outright - without mortgage	308 31%	330 33%
Owned with a mortgage or loan	336 34%	320 32%
NET: Renters	341 34%	338 34%
Rented from the council	113 11%	140 14%
Rented from a housing association	81 8%	68 7%
Rented from someone else	147 15%	130 13%
Rent free	15 2%	12 1%

The Ashcroft National Poll
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Absolutes/col percents

Table 12
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
None	202 20%	210 21%
1	406 41%	420 42%
2	293 29%	280 28%
3+	99 10%	90 9%
Mean	1.34	1.30
Standard deviation	1.04	1.03
Standard error	0.03	0.03

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Absolutes/col percents

Table 13
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1000	1000
Weighted base	1000	1000
NET: Working	606 61%	560 56%
Working full time - working 30 hours per week or more	476 48%	440 44%
Working part time - working between 8 and 29 hours per week	130 13%	120 12%
NET: Not Working	394 39%	440 44%
Not working but seeking work or temporarily unemployed or sick	52 5%	64 6%
Not working and not seeking work/ student	51 5%	71 7%
Retired on a state pension only	92 9%	88 9%
Retired with a private pension	152 15%	156 16%
House person, housewife, househusband, etc.	47 5%	62 6%

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Absolutes/col percents

Table 14
SEG
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
NET: AB	352 35%	267 27%
A	112 11%	84 8%
B	240 24%	183 18%
C1	226 23%	277 28%
C2	187 19%	218 22%
D	104 10%	102 10%
E	131 13%	135 14%
NET: DE	235 24%	238 24%

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Absolutes/col percents

Table 15
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	84 8%	119 12%
25-34	154 15%	168 17%
35-44	164 16%	168 17%
45-54	207 21%	178 18%
55-64	157 16%	149 15%
65 or older	234 23%	218 22%
Average age	48.75	47.02

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Absolutes/col percents

Table 16
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	488 49%	490 49%
Female	512 51%	510 51%

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Absolutes/col percents

Table 17
Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Scotland	89 9%	90 9%
North East	41 4%	40 4%
North West	114 11%	110 11%
Yorkshire & Humberside	94 9%	90 9%
West Midlands	91 9%	90 9%
East Midlands	68 7%	70 7%
Wales	52 5%	50 5%
Eastern	103 10%	100 10%
London	120 12%	130 13%
South East	136 14%	140 14%
South West	92 9%	90 9%

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Absolutes/col percents

Table 18

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

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	234 23%	213 21%
Labour	188 19%	178 18%
Liberal Democrat	103 10%	134 13%
Another party	74 7%	58 6%
Didn't vote	304 30%	323 32%
Refused	71 7%	69 7%
Don't know	26 3%	24 2%