

The Ashcroft National Poll

CATI Fieldwork : 24th - 26th 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	1003	465	538	84	155	164	208	172	220	385	206	161	251	270	259	235	142	97	859	
Weighted base	1003	488	515	119	169	170	177	148	220	272	279	216	236	274	264	241	142	83	871	
Absolutely certain to vote	(10)	543	275	268	44	55	100	98	95	151	167	155	110	111	148	138	121	78	59	460
		54%	56%	52%	37%	33%	59%	55%	64%	69%	62%	56%	51%	47%	54%	52%	50%	55%	71%	53%
	(9)	52	32	20	6	9	13	9	9	7	23	17	4	8	13	15	11	6	6	45
		5%	7%	4%	5%	5%	8%	5%	6%	3%	8%	6%	2%	3%	5%	6%	4%	4%	7%	5%
	(8)	74	37	37	8	16	11	14	10	15	17	19	15	22	29	19	10	14	3	66
		7%	8%	7%	7%	9%	6%	8%	7%	7%	6%	7%	7%	10%	11%	7%	4%	10%	3%	8%
	(7)	58	30	27	8	14	6	15	5	10	16	15	17	10	15	16	13	8	6	50
		6%	6%	5%	7%	8%	4%	8%	3%	4%	6%	5%	8%	4%	5%	6%	6%	6%	7%	6%
	(6)	21	13	8	7	1	2	7	3	2	6	9	1	4	4	9	4	1	2	19
		2%	3%	2%	5%	*	1%	4%	2%	1%	2%	3%	1%	2%	2%	3%	2%	1%	2%	2%
	(5)	67	26	41	9	20	11	12	6	8	13	11	23	21	18	18	16	13	2	60
		7%	5%	8%	7%	12%	6%	7%	4%	4%	5%	4%	11%	9%	7%	7%	7%	9%	3%	7%
	(4)	17	4	13	6	5	4	1	*	-	5	5	7	1	2	4	6	5	-	13
		2%	1%	3%	5%	3%	3%	1%	*	-	2%	2%	3%	1%	1%	2%	3%	3%	-	2%
	(3)	24	14	11	2	13	4	*	-	5	4	11	7	2	3	9	8	4	1	22
		2%	3%	2%	2%	8%	2%	*	-	2%	1%	4%	3%	1%	1%	3%	3%	3%	1%	2%
	(2)	17	2	15	6	4	4	2	-	1	4	3	5	5	4	3	7	2	1	15
		2%	*	3%	5%	3%	2%	1%	-	1%	1%	1%	2%	2%	1%	3%	1%	1%	1%	2%
Definitely would not vote	(1)	126	55	71	24	32	15	19	17	18	17	30	26	52	37	29	45	10	4	119
		13%	11%	14%	21%	19%	9%	11%	12%	8%	6%	11%	12%	22%	14%	11%	19%	7%	5%	14%
Refused		1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-
		*	-	*	-	-	-	1%	-	-	*	-	-	-	-	-	1%	-	-	-
Don't know		3	-	3	-	-	-	-	3	-	2	1	-	1	2	-	-	-	-	3
		*	-	*	-	-	-	-	1%	-	1%	*	-	*	1%	-	-	-	-	*
Mean		7.66	7.92	7.41	6.36	6.27	8.01	7.93	8.32	8.51	8.40	7.83	7.34	6.91	7.72	7.68	7.00	7.92	8.86	7.55
Standard deviation		3.25	3.09	3.38	3.60	3.49	3.06	3.01	2.99	2.80	2.69	3.16	3.30	3.67	3.23	3.16	3.65	2.93	2.38	3.31
Standard error		0.10	0.14	0.15	0.39	0.28	0.24	0.21	0.23	0.19	0.14	0.22	0.26	0.23	0.20	0.20	0.24	0.25	0.24	0.11

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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	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1003	203	227	45	129	176	466	217	202	122	359	349
Weighted base		1003	198	221	48	127	180	476	219	183	138	346	351
Absolutely certain to vote	(10)	543	143	140	24	89	88	249	164	139	90	253	202
		54%	72%	63%	50%	70%	49%	52%	75%	76%	65%	73%	58%
	(9)	52	12	13	5	4	8	32	12	8	12	18	25
		5%	6%	6%	9%	3%	4%	7%	5%	5%	8%	5%	7%
	(8)	74	22	22	4	10	11	46	17	14	9	27	36
		7%	11%	10%	9%	8%	6%	10%	8%	8%	7%	8%	10%
	(7)	58	9	7	6	9	16	40	10	3	11	15	26
		6%	4%	3%	13%	7%	9%	8%	5%	1%	8%	4%	8%
	(6)	21	3	5	*	1	8	15	1	2	8	5	9
		2%	2%	2%	1%	1%	4%	3%	1%	1%	6%	1%	2%
	(5)	67	4	15	6	9	27	47	7	12	3	17	23
		7%	2%	7%	13%	7%	15%	10%	3%	6%	2%	5%	7%
	(4)	17	1	5	2	1	3	12	1	-	1	5	9
		2%	1%	2%	5%	1%	2%	3%	1%	-	1%	1%	3%
	(3)	24	1	8	*	1	11	20	1	-	1	2	10
		2%	1%	4%	1%	1%	6%	4%	*	-	1%	1%	3%
	(2)	17	2	6	-	3	4	11	-	1	2	4	9
		2%	1%	3%	-	3%	2%	2%	-	1%	2%	1%	3%
Definitely would not vote	(1)	126	-	-	-	-	-	-	3	3	1	-	-
		13%	-	-	-	-	-	-	1%	2%	1%	-	-
Refused		1	-	-	-	-	1	-	-	-	-	-	-
		*	-	-	-	-	1%	-	-	-	-	-	-
Don't know		3	-	-	-	-	3	3	2	-	-	-	-
		*	-	-	-	-	1%	1%	1%	-	-	-	-
Mean		7.66	9.23	8.62	8.33	8.92	7.87	8.21	9.27	9.17	8.90	9.14	8.48
Standard deviation		3.25	1.56	2.26	2.10	1.99	2.54	2.36	1.65	1.87	1.93	1.73	2.25
Standard error		0.10	0.11	0.15	0.31	0.18	0.19	0.11	0.11	0.13	0.17	0.09	0.12

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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	1003	465	538	84	155	164	208	172	220	385	206	161	251	270	259	235	142	97	859
Weighted base	1003	488	515	119	169	170	177	148	220	272	279	216	236	274	264	241	142	83	871
Conservative	198 20%	101 21%	98 19%	18 15%	23 13%	29 17%	34 19%	27 18%	67 30%	81 30%	49 18%	33 15%	35 15%	61 22%	51 20%	45 19%	34 24%	7 8%	183 21%
Labour	221 22%	117 24%	103 20%	35 29%	35 21%	44 26%	36 20%	32 22%	38 17%	68 25%	55 20%	47 22%	51 22%	61 22%	49 19%	56 23%	36 26%	19 23%	186 21%
Liberal Democrat	48 5%	15 3%	33 6%	6 5%	6 3%	11 6%	3 2%	12 8%	11 5%	14 5%	14 5%	9 4%	11 5%	15 5%	16 6%	3 1%	10 7%	4 5%	42 5%
SNP	29 3%	19 4%	10 2%	3 3%	5 3%	3 2%	4 2%	3 2%	11 5%	5 2%	13 5%	6 3%	4 2%	-	-	-	-	29 35%	-
Plaid Cymru	8 1%	2 *	6 1%	3 2%	1 1%	1 *	2 1%	-	2 1%	1 *	3 1%	4 2%	-	-	-	-	8 6%	-	-
The UK Independence Party	127 13%	81 17%	45 9%	6 5%	16 9%	18 11%	32 18%	28 19%	27 12%	29 11%	32 11%	34 16%	33 14%	38 14%	36 14%	37 15%	15 11%	1 1%	124 14%
The Green Party	40 4%	17 3%	23 5%	6 5%	9 5%	7 4%	7 4%	4 3%	7 3%	10 4%	18 6%	4 2%	9 4%	7 2%	17 6%	10 4%	4 3%	3 4%	37 4%
The British National Party	4 *	1 *	3 1%	1 1%	3 2%	-	-	-	-	-	1 1%	1 1%	2 1%	1 *	1 *	3 1%	-	-	4 1%
Another party	20 2%	10 2%	10 2%	-	8 5%	6 4%	5 3%	2 1%	-	4 2%	11 4%	3 1%	2 1%	4 2%	8 3%	3 1%	3 2%	2 2%	18 2%
Would not vote	126 13%	55 11%	71 14%	24 21%	32 19%	15 9%	19 11%	17 12%	18 8%	17 6%	30 11%	26 12%	52 22%	37 14%	29 11%	45 19%	10 7%	4 5%	119 14%
Refused	55 5%	20 4%	35 7%	1 1%	5 3%	11 6%	15 8%	8 6%	14 7%	19 7%	11 4%	12 6%	13 5%	15 5%	18 7%	14 6%	7 5%	1 1%	49 6%
Don't know	126 13%	48 10%	77 15%	15 13%	26 16%	25 15%	21 12%	13 9%	25 12%	24 9%	41 15%	37 17%	24 10%	36 13%	39 15%	25 10%	14 10%	12 15%	109 13%

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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	1003	203	227	45	129	176	466	217	202	122	359	349
Weighted base	1003	198	221	48	127	180	476	219	183	138	346	351
Conservative	198 20%	198 100%	-	-	-	-	90 19%	134 61%	5 3%	19 14%	109 31%	90 26%
Labour	221 22%	-	221 100%	-	-	-	98 20%	6 3%	118 64%	37 27%	123 36%	98 28%
Liberal Democrat	48 5%	-	-	48 100%	-	-	31 6%	3 1%	6 3%	27 19%	18 5%	31 9%
SNP	29 3%	-	-	-	-	-	13 3%	1 1%	1 1%	1 1%	16 5%	13 4%
Plaid Cymru	8 1%	-	-	-	-	-	4 1%	-	2 1%	2 1%	4 1%	4 1%
The UK Independence Party	127 13%	-	-	-	127 100%	-	65 14%	43 19%	20 11%	12 9%	62 18%	65 19%
The Green Party	40 4%	-	-	-	-	-	29 6%	* 1%	2 13%	18 13%	12 3%	29 8%
The British National Party	4 *	-	-	-	-	-	3 1%	-	1 1%	-	1 *	3 1%
Another party	20 2%	-	-	-	-	-	19 4%	1 *	2 1%	1 1%	2 *	19 5%
Would not vote	126 13%	-	-	-	-	-	-	3 1%	3 2%	1 1%	-	-
Refused	55 5%	-	-	-	-	55 30%	-	6 3%	3 2%	4 3%	-	-
Don't know	126 13%	-	-	-	-	126 70%	126 26%	23 10%	19 10%	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	525	266	258	35	58	89	110	98	136	223	108	77	117	143	129	111	79	63	440
Weighted base	511	274	236	48	61	91	90	87	134	158	145	101	107	142	129	109	78	53	435
Conservative	157 31%	80 29%	77 33%	13 27%	16 26%	23 25%	25 28%	23 27%	57 42%	64 41%	40 28%	24 24%	29 27%	51 36%	42 32%	33 31%	26 33%	6 12%	145 33%
Labour	157 31%	87 32%	69 29%	21 43%	19 31%	34 37%	27 30%	25 29%	31 23%	48 31%	35 24%	36 36%	38 35%	46 33%	34 27%	36 33%	24 31%	16 30%	132 30%
Liberal Democrat	32 6%	8 3%	23 10%	3 6%	4 7%	7 7%	1 1%	9 11%	8 6%	11 7%	11 7%	4 4%	6 5%	8 6%	11 9%	1 1%	8 10%	4 7%	26 6%
SNP	23 4%	16 6%	7 3%	3 6%	3 6%	2 3%	3 3%	2 2%	9 7%	5 3%	10 7%	4 4%	4 3%	- -	- -	- -	- -	23 42%	- -
Plaid Cymru	5 1%	2 1%	3 1%	* *	1 1%	* 1%	2 2%	- -	1 1%	1 1%	2 1%	2 2%	- -	- -	- -	- -	5 6%	- -	- -
The UK Independence Party	95 19%	63 23%	31 13%	4 9%	8 14%	14 15%	24 27%	22 26%	22 17%	19 12%	26 18%	27 26%	22 21%	29 20%	26 20%	29 27%	10 13%	1 2%	93 21%
The Green Party	28 5%	11 4%	16 7%	4 8%	5 9%	6 6%	5 6%	3 3%	5 4%	8 5%	12 8%	3 3%	5 5%	5 4%	11 8%	6 6%	3 4%	2 4%	25 6%
The British National Party	3 1%	1 *	2 1%	1 2%	2 3%	- -	- -	- -	- -	- -	1 1%	* *	1 1%	1 *	1 1%	1 1%	- -	- -	3 1%
Another party	12 2%	5 2%	7 3%	- -	3 5%	5 6%	3 3%	1 2%	- -	2 1%	7 5%	2 2%	2 2%	2 1%	4 3%	2 2%	3 4%	2 3%	11 2%

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Absolutes/col percents

Table 3

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

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

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

	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	525	160	165	30	96	-	242	156	144	77	283	242
Weighted base	511	157	157	32	95	-	241	155	128	87	269	241
Conservative	157	157	-	-	-	-	69	113	4	16	88	69
	31%	100%	-	-	-	-	29%	73%	3%	18%	33%	29%
Labour	157	-	157	-	-	-	61	3	96	27	96	61
	31%	-	100%	-	-	-	25%	2%	75%	31%	36%	25%
Liberal Democrat	32	-	-	32	-	-	21	3	5	19	10	21
	6%	-	-	100%	-	-	9%	2%	4%	22%	4%	9%
SNP	23	-	-	-	-	-	10	1	1	1	13	10
	4%	-	-	-	-	-	4%	*	1%	1%	5%	4%
Plaid Cymru	5	-	-	-	-	-	1	-	1	1	4	1
	1%	-	-	-	-	-	*	-	1%	2%	1%	*
The UK Independence Party	95	-	-	-	95	-	48	35	17	9	47	48
	19%	-	-	-	100%	-	20%	22%	13%	11%	18%	20%
The Green Party	28	-	-	-	-	-	19	*	2	13	9	19
	5%	-	-	-	-	-	8%	*	2%	15%	3%	8%
The British National Party	3	-	-	-	-	-	2	-	*	-	1	2
	1%	-	-	-	-	-	1%	-	*	-	*	1%
Another party	12	-	-	-	-	-	11	*	1	1	2	11
	2%	-	-	-	-	-	4%	*	1%	1%	1%	4%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	31%
Labour	31%
Liberal Democrat/ Liberal	7%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	18%
The Green Party	5%
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	708	351	357	56	99	119	147	124	163	298	145	106	159	187	177	157	110	77	597
Weighted base	696	364	332	78	106	119	123	109	162	212	196	141	147	186	177	157	111	65	595
Will definitely vote that way	346 50%	187 51%	159 48%	35 45%	34 32%	54 45%	60 49%	60 55%	104 64%	100 47%	76 39%	84 60%	85 58%	98 53%	84 47%	81 52%	56 51%	26 40%	300 50%
Might end up voting differently	351 50%	177 49%	173 52%	43 55%	72 68%	65 55%	63 51%	49 45%	59 36%	112 53%	120 61%	57 40%	62 42%	88 47%	93 53%	76 48%	55 49%	39 60%	295 50%

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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	708	203	227	45	129	-	349	188	177	102	359	349
Weighted base	696	198	221	48	127	-	351	188	158	116	346	351
Will definitely vote that way	346	109	123	18	62	-	-	110	92	39	346	-
	50%	55%	56%	36%	49%	-	-	59%	58%	34%	100%	-
Might end up voting differently	351	90	98	31	65	-	351	77	66	77	-	351
	50%	45%	44%	64%	51%	-	100%	41%	42%	66%	-	100%

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Table 6
Q5. Which of the following do you think is the most important issue facing Britain as a whole?
-First mention
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	1003	465	538	84	155	164	208	172	220	385	206	161	251	270	259	235	142	97	859
Weighted base	1003	488	515	119	169	170	177	148	220	272	279	216	236	274	264	241	142	83	871
Controlling immigration	261 26%	129 26%	132 26%	15 13%	29 17%	46 27%	58 33%	36 24%	77 35%	55 20%	65 23%	64 29%	78 33%	59 21%	74 28%	73 30%	43 30%	11 14%	240 28%
Getting the economy growing and creating jobs	239 24%	125 26%	114 22%	36 31%	40 24%	52 31%	35 20%	40 27%	35 16%	81 30%	66 24%	56 26%	36 15%	74 27%	63 24%	48 20%	29 20%	25 30%	203 23%
Improving the NHS	204 20%	71 15%	133 26%	23 20%	40 24%	29 17%	31 18%	34 23%	46 21%	59 22%	42 15%	41 19%	61 26%	62 23%	53 20%	47 20%	23 16%	20 24%	175 20%
Improving schools	55 5%	24 5%	31 6%	14 12%	10 6%	12 7%	4 2%	5 3%	10 4%	15 6%	16 6%	13 6%	11 5%	15 6%	12 4%	18 8%	6 4%	4 5%	49 6%
Cutting the deficit and the debt	50 5%	32 7%	18 3%	4 3%	15 9%	6 4%	10 6%	3 2%	11 5%	21 8%	14 5%	8 4%	6 3%	23 8%	10 4%	8 3%	6 4%	4 5%	42 5%
Reforming welfare to cut benefit dependency	50 5%	25 5%	25 5%	10 8%	11 7%	8 5%	12 7%	5 4%	4 2%	14 5%	20 7%	10 5%	5 2%	13 5%	13 5%	7 3%	9 7%	7 9%	43 5%
Something else	41 4%	26 5%	14 3%	3 3%	8 5%	8 5%	7 4%	5 3%	10 4%	9 3%	14 5%	7 3%	12 5%	5 2%	10 4%	13 6%	6 4%	6 7%	33 4%
Dealing with crime	37 4%	18 4%	19 4%	5 4%	4 2%	2 1%	9 5%	7 4%	10 5%	6 2%	10 4%	11 5%	9 4%	8 3%	9 3%	8 3%	10 7%	3 3%	28 3%
Protecting the environment	29 3%	15 3%	14 3%	5 4%	6 3%	2 1%	5 3%	5 3%	7 3%	5 2%	15 5%	- -	9 4%	4 2%	11 4%	6 3%	5 4%	2 2%	23 3%
Defending Britain's interests in Europe	24 2%	15 3%	9 2%	3 3%	2 1%	1 1%	5 3%	8 6%	5 2%	5 2%	9 3%	4 2%	5 2%	7 3%	5 2%	7 3%	4 3%	1 1%	22 3%
None/ Don't know	14 1%	8 2%	6 1%	- -	4 2%	2 1%	2 1%	- -	6 3%	2 1%	7 2%	2 1%	3 1%	4 2%	3 1%	5 2%	- -	1 2%	13 1%

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Absolutes/col percents

Table 6
Q5. Which of the following do you think is the most important issue facing Britain as a whole?
-First mention
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	1003	203	227	45	129	176	466	217	202	122	359	349
Weighted base	1003	198	221	48	127	180	476	219	183	138	346	351
Controlling immigration	261 26%	44 22%	37 17%	8 16%	74 59%	42 23%	112 23%	76 34%	38 21%	17 12%	92 27%	84 24%
Getting the economy growing and creating jobs	239 24%	66 33%	56 25%	15 30%	13 10%	36 20%	133 28%	52 24%	43 24%	42 30%	74 21%	105 30%
Improving the NHS	204 20%	29 14%	58 26%	11 22%	22 17%	40 22%	89 19%	31 14%	54 30%	32 23%	78 23%	63 18%
Improving schools	55 5%	8 4%	13 6%	7 14%	2 2%	9 5%	28 6%	7 3%	9 5%	8 5%	17 5%	20 6%
Cutting the deficit and the debt	50 5%	17 8%	6 3%	* 1%	1 1%	13 7%	21 4%	18 8%	3 2%	3 2%	18 5%	12 3%
Reforming welfare to cut benefit dependency	50 5%	13 7%	9 4%	4 8%	2 2%	12 7%	25 5%	11 5%	3 2%	11 8%	15 4%	18 5%
Something else	41 4%	2 1%	10 5%	2 4%	3 3%	5 3%	17 4%	3 1%	6 3%	9 7%	14 4%	15 4%
Dealing with crime	37 4%	5 3%	16 7%	1 3%	1 1%	9 5%	12 3%	8 4%	9 5%	4 3%	20 6%	4 1%
Protecting the environment	29 3%	5 2%	7 3%	1 2%	- -	4 2%	14 3%	5 2%	7 4%	6 5%	7 2%	11 3%
Defending Britain's interests in Europe	24 2%	9 5%	3 1%	- -	7 5%	5 3%	15 3%	7 3%	6 3%	5 4%	8 2%	11 3%
None/ Don't know	14 1%	1 1%	6 3%	- -	- -	4 2%	10 2%	- -	4 2%	1 1%	3 1%	6 2%

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Absolutes/col percents

Table 7

Q5. Which of the following do you think is the most important issue facing Britain as a whole?

-Second mention

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	1003	465	538	84	155	164	208	172	220	385	206	161	251	270	259	235	142	97	859
Weighted base	1003	488	515	119	169	170	177	148	220	272	279	216	236	274	264	241	142	83	871
Improving the NHS	235 23%	115 23%	121 23%	28 23%	29 17%	43 25%	44 25%	41 28%	51 23%	65 24%	58 21%	61 28%	52 22%	50 18%	56 21%	74 31%	35 25%	20 24%	204 23%
Getting the economy growing and creating jobs	167 17%	87 18%	80 16%	16 13%	38 22%	18 11%	27 15%	23 16%	45 21%	49 18%	42 15%	38 18%	38 16%	49 18%	36 14%	39 16%	28 20%	14 17%	142 16%
Controlling immigration	127 13%	52 11%	75 15%	7 6%	21 13%	21 12%	28 16%	24 16%	26 12%	30 11%	36 13%	27 12%	34 14%	32 12%	41 15%	26 11%	17 12%	11 14%	109 13%
Improving schools	123 12%	49 10%	75 14%	21 17%	23 14%	28 17%	18 10%	14 10%	19 9%	36 13%	38 13%	18 8%	32 14%	34 12%	33 12%	19 8%	22 16%	16 20%	98 11%
Cutting the deficit and the debt	76 8%	43 9%	33 6%	11 10%	12 7%	12 7%	16 9%	10 7%	15 7%	24 9%	14 5%	20 9%	19 8%	29 11%	21 8%	15 6%	5 4%	6 7%	68 8%
Defending Britain's interests in Europe	70 7%	43 9%	27 5%	4 4%	11 6%	19 11%	10 6%	6 4%	20 9%	22 8%	19 7%	13 6%	16 7%	23 8%	19 7%	16 7%	10 7%	2 3%	67 8%
Reforming welfare to cut benefit dependency	62 6%	21 4%	41 8%	9 8%	13 8%	9 5%	14 8%	8 6%	9 4%	16 6%	28 10%	6 3%	12 5%	15 6%	16 6%	23 9%	5 3%	4 5%	55 6%
Dealing with crime	59 6%	35 7%	24 5%	9 7%	8 5%	6 3%	11 6%	10 7%	15 7%	11 4%	14 5%	16 7%	18 8%	19 7%	19 7%	9 4%	9 6%	2 3%	53 6%
Protecting the environment	49 5%	25 5%	24 5%	11 9%	5 3%	10 6%	5 3%	8 5%	10 4%	13 5%	18 6%	12 6%	6 2%	13 5%	13 5%	11 4%	8 5%	4 5%	44 5%
Something else	14 1%	10 2%	4 1%	3 3%	1 1%	3 1%	1 1%	3 2%	3 1%	4 1%	3 1%	2 1%	5 2%	4 1%	5 2%	2 1%	2 1%	1 1%	12 1%
None/ Don't know	20 2%	9 2%	11 2%	- -	8 5%	2 1%	3 2%	- -	7 3%	3 1%	9 3%	5 2%	4 2%	6 2%	5 2%	7 3%	1 1%	1 2%	19 2%

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Absolutes/col percents

Table 7

Q5. Which of the following do you think is the most important issue facing Britain as a whole?

-Second mention

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	1003	203	227	45	129	176	466	217	202	122	359	349
Weighted base	1003	198	221	48	127	180	476	219	183	138	346	351
Improving the NHS	235 23%	36 18%	67 30%	11 22%	29 23%	48 27%	124 26%	39 18%	54 29%	32 23%	71 20%	90 26%
Getting the economy growing and creating jobs	167 17%	32 16%	39 18%	7 15%	22 17%	25 14%	71 15%	31 14%	38 21%	22 16%	68 20%	51 14%
Controlling immigration	127 13%	23 12%	25 11%	9 19%	17 13%	27 15%	52 11%	35 16%	25 14%	16 11%	52 15%	35 10%
Improving schools	123 12%	23 12%	26 12%	8 17%	7 6%	21 11%	60 13%	19 9%	24 13%	20 14%	34 10%	46 13%
Cutting the deficit and the debt	76 8%	22 11%	12 5%	4 8%	12 10%	15 8%	42 9%	26 12%	5 3%	11 8%	20 6%	35 10%
Defending Britain's interests in Europe	70 7%	29 15%	12 6%	2 3%	12 9%	9 5%	28 6%	28 13%	4 2%	10 7%	35 10%	22 6%
Reforming welfare to cut benefit dependency	62 6%	15 8%	7 3%	* 1%	10 8%	14 8%	32 7%	19 9%	7 4%	9 7%	22 6%	21 6%
Dealing with crime	59 6%	8 4%	15 7%	1 3%	10 8%	7 4%	25 5%	11 5%	8 5%	6 5%	18 5%	20 6%
Protecting the environment	49 5%	7 3%	10 4%	6 12%	4 3%	5 3%	24 5%	3 3%	11 6%	8 6%	16 5%	20 6%
Something else	14 1%	1 1%	3 1%	- -	3 3%	3 1%	6 1%	3 1%	2 1%	2 2%	5 2%	6 2%
None/ Don't know	20 2%	3 1%	6 3%	- -	- -	6 4%	12 3%	2 1%	4 2%	1 1%	5 1%	6 2%

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Absolutes/col percents

Table 8
Q5. Which of the following do you think is the most important issue facing Britain as a whole?
-Third mention
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	1003	465	538	84	155	164	208	172	220	385	206	161	251	270	259	235	142	97	859
Weighted base	1003	488	515	119	169	170	177	148	220	272	279	216	236	274	264	241	142	83	871
Improving the NHS	167 17%	84 17%	83 16%	20 17%	26 15%	32 19%	31 17%	19 13%	39 18%	48 18%	58 21%	34 16%	28 12%	48 18%	44 17%	33 14%	30 21%	12 14%	145 17%
Improving schools	150 15%	67 14%	83 16%	16 14%	22 13%	27 16%	28 16%	25 17%	32 15%	39 14%	39 14%	35 16%	38 16%	46 17%	40 15%	27 11%	22 16%	15 18%	125 14%
Getting the economy growing and creating jobs	131 13%	64 13%	67 13%	16 13%	18 11%	19 11%	27 15%	25 17%	26 12%	35 13%	28 10%	23 11%	44 19%	31 11%	35 13%	41 17%	11 8%	12 15%	113 13%
Dealing with crime	104 10%	46 10%	58 11%	10 8%	22 13%	17 10%	18 10%	14 10%	23 11%	23 9%	18 6%	29 13%	34 15%	29 11%	20 8%	33 14%	14 10%	8 10%	92 11%
Controlling immigration	91 9%	45 9%	46 9%	8 7%	13 8%	22 13%	17 10%	15 10%	16 7%	28 10%	22 8%	19 9%	22 9%	20 7%	34 13%	20 8%	14 10%	4 4%	83 9%
Reforming welfare to cut benefit dependency	87 9%	40 8%	47 9%	8 7%	16 9%	15 9%	14 8%	13 9%	21 10%	30 11%	19 7%	24 11%	15 6%	28 10%	19 7%	20 8%	13 9%	8 10%	73 8%
Cutting the deficit and the debt	72 7%	32 7%	40 8%	11 10%	15 9%	10 6%	14 8%	10 7%	11 5%	22 8%	19 7%	15 7%	16 7%	21 8%	16 6%	22 9%	10 7%	2 2%	68 8%
Protecting the environment	65 6%	33 7%	32 6%	11 9%	16 10%	3 2%	13 7%	12 8%	10 4%	18 7%	27 10%	10 5%	9 4%	14 5%	16 6%	17 7%	7 5%	10 13%	54 6%
Defending Britain's interests in Europe	49 5%	20 4%	29 6%	10 8%	4 2%	9 5%	8 5%	7 5%	11 5%	14 5%	17 6%	8 4%	10 4%	10 4%	17 7%	9 4%	10 7%	3 4%	42 5%
Something else	44 4%	35 7%	8 2%	6 5%	5 3%	11 7%	3 2%	5 3%	14 6%	9 3%	17 6%	6 3%	11 5%	15 5%	7 3%	9 4%	6 4%	7 9%	34 4%
None/ Don't know	44 4%	22 4%	22 4%	3 2%	13 8%	5 3%	6 3%	2 1%	16 7%	5 2%	16 6%	14 7%	9 4%	11 4%	15 6%	11 5%	5 3%	1 2%	41 5%

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Absolutes/col percents

Table 8

Q5. Which of the following do you think is the most important issue facing Britain as a whole?

-Third mention

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	1003	203	227	45	129	176	466	217	202	122	359	349
Weighted base	1003	198	221	48	127	180	476	219	183	138	346	351
Improving the NHS	167 17%	35 18%	32 14%	12 25%	20 16%	28 16%	85 18%	45 21%	22 12%	21 15%	46 13%	68 19%
Improving schools	150 15%	32 16%	29 13%	9 18%	13 10%	40 22%	63 13%	32 15%	31 17%	21 15%	64 18%	32 9%
Getting the economy growing and creating jobs	131 13%	16 8%	38 17%	3 6%	27 21%	24 13%	62 13%	26 12%	28 15%	14 10%	43 12%	51 14%
Dealing with crime	104 10%	12 6%	29 13%	3 7%	12 10%	18 10%	43 9%	20 9%	18 10%	10 7%	37 11%	30 8%
Controlling immigration	91 9%	24 12%	22 10%	3 6%	13 11%	13 7%	47 10%	20 9%	25 14%	11 8%	31 9%	36 10%
Reforming welfare to cut benefit dependency	87 9%	28 14%	15 7%	6 12%	12 9%	6 3%	41 9%	18 8%	16 9%	10 7%	36 10%	37 10%
Cutting the deficit and the debt	72 7%	22 11%	10 4%	1 2%	13 10%	13 7%	29 6%	20 9%	5 3%	11 8%	31 9%	19 5%
Protecting the environment	65 6%	6 3%	15 7%	6 12%	5 4%	9 5%	30 6%	9 4%	13 7%	9 6%	23 7%	22 6%
Defending Britain's interests in Europe	49 5%	12 6%	11 5%	4 9%	7 6%	8 4%	27 6%	15 7%	8 4%	12 9%	15 4%	23 7%
Something else	44 4%	7 3%	14 6%	- -	3 2%	8 4%	26 5%	10 5%	10 5%	15 11%	13 4%	21 6%
None/ Don't know	44 4%	5 2%	8 4%	2 4%	1 1%	13 7%	23 5%	4 2%	7 4%	3 2%	8 2%	12 3%

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Absolutes/col percents

Table 9

Q5. Which of the following do you think is the most important issue facing Britain as a whole?

-Top three mentions

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	1003	465	538	84	155	164	208	172	220	385	206	161	251	270	259	235	142	97	859
Weighted base	1003	488	515	119	169	170	177	148	220	272	279	216	236	274	264	241	142	83	871
Improving the NHS	606 60%	269 55%	337 65%	72 60%	95 56%	104 61%	106 60%	94 64%	137 62%	172 63%	158 57%	135 62%	141 60%	160 58%	153 58%	154 64%	88 62%	51 62%	523 60%
Getting the economy growing and creating jobs	537 54%	275 56%	262 51%	68 57%	96 57%	90 53%	88 50%	88 60%	107 49%	166 61%	137 49%	117 54%	118 50%	155 56%	134 51%	128 53%	68 48%	51 62%	459 53%
Controlling immigration	479 48%	226 46%	253 49%	30 25%	63 37%	89 53%	103 58%	75 51%	119 54%	113 42%	123 44%	109 51%	134 57%	111 40%	149 57%	119 50%	74 52%	26 32%	432 50%
Improving schools	329 33%	140 29%	189 37%	51 43%	56 33%	67 40%	50 28%	44 30%	61 28%	90 33%	92 33%	65 30%	82 35%	95 35%	84 32%	64 26%	50 36%	35 43%	273 31%
Dealing with crime	200 20%	99 20%	100 19%	23 20%	34 20%	25 15%	37 21%	31 21%	49 22%	40 15%	42 15%	56 26%	62 26%	56 20%	48 18%	50 21%	33 23%	13 16%	173 20%
Reforming welfare to cut benefit dependency	199 20%	86 18%	113 22%	27 23%	40 23%	32 19%	40 23%	27 18%	33 15%	60 22%	67 24%	40 19%	32 14%	56 20%	48 18%	50 21%	26 19%	19 23%	171 20%
Cutting the deficit and the debt	198 20%	107 22%	91 18%	27 22%	43 25%	28 17%	40 23%	23 16%	37 17%	67 25%	47 17%	42 20%	41 17%	74 27%	47 18%	44 18%	22 15%	12 14%	179 21%
Defending Britain's interests in Europe	143 14%	78 16%	65 13%	17 14%	16 10%	29 17%	23 13%	21 14%	36 17%	41 15%	45 16%	26 12%	31 13%	40 15%	42 16%	31 13%	23 17%	6 7%	131 15%
Protecting the environment	142 14%	72 15%	70 14%	27 23%	27 16%	14 8%	23 13%	25 17%	26 12%	36 13%	60 21%	22 10%	24 10%	32 11%	41 15%	34 14%	20 14%	16 20%	122 14%
Something else	78 8%	57 12%	21 4%	9 7%	12 7%	17 10%	11 6%	10 7%	19 8%	17 6%	28 10%	14 6%	20 8%	22 8%	16 6%	19 8%	10 7%	11 13%	64 7%
None/ Don't know	14 1%	8 2%	6 1%	- -	4 2%	2 1%	2 1%	- -	6 3%	2 1%	7 2%	2 1%	3 1%	4 2%	3 1%	5 2%	- -	1 2%	13 1%

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Absolutes/col percents

Table 9

Q5. Which of the following do you think is the most important issue facing Britain as a whole?

-Top three mentions

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	1003	203	227	45	129	176	466	217	202	122	359	349
Weighted base	1003	198	221	48	127	180	476	219	183	138	346	351
Improving the NHS	606 60%	100 50%	157 71%	34 70%	71 56%	116 65%	299 63%	115 53%	131 71%	86 62%	194 56%	221 63%
Getting the economy growing and creating jobs	537 54%	113 57%	134 61%	25 51%	62 49%	85 47%	265 56%	110 50%	109 60%	77 56%	185 53%	206 59%
Controlling immigration	479 48%	91 46%	83 38%	20 41%	105 82%	82 45%	210 44%	130 59%	89 49%	44 32%	175 50%	155 44%
Improving schools	329 33%	63 32%	67 30%	23 49%	23 18%	69 38%	150 32%	58 27%	64 35%	48 35%	115 33%	98 28%
Dealing with crime	200 20%	25 13%	60 27%	6 12%	24 19%	35 19%	80 17%	40 18%	36 20%	21 15%	75 22%	54 15%
Reforming welfare to cut benefit dependency	199 20%	56 28%	31 14%	10 20%	25 19%	32 18%	98 21%	48 22%	26 14%	31 22%	73 21%	76 22%
Cutting the deficit and the debt	198 20%	61 31%	27 12%	5 11%	26 21%	41 23%	92 19%	65 29%	13 7%	25 18%	69 20%	65 19%
Defending Britain's interests in Europe	143 14%	50 25%	26 12%	6 12%	26 20%	22 12%	71 15%	50 23%	18 10%	27 20%	58 17%	56 16%
Protecting the environment	142 14%	17 9%	32 14%	13 26%	9 7%	19 10%	67 14%	19 9%	31 17%	23 17%	46 13%	53 15%
Something else	78 8%	9 5%	22 10%	2 4%	10 8%	12 6%	38 8%	15 7%	13 7%	19 14%	26 8%	32 9%
None/ Don't know	14 1%	1 1%	6 3%	-	-	4 2%	10 2%	-	4 2%	1 1%	3 1%	6 2%

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Absolutes/col percents

Table 10
Q6. Which of the following do you think is the most important issue facing you and your family?
-First mention
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	1003	465	538	84	155	164	208	172	220	385	206	161	251	270	259	235	142	97	859
Weighted base	1003	488	515	119	169	170	177	148	220	272	279	216	236	274	264	241	142	83	871
Getting the economy growing and creating jobs	258 26%	118 24%	140 27%	22 19%	42 25%	46 27%	59 33%	40 27%	49 22%	80 29%	55 20%	72 33%	51 22%	70 26%	69 26%	56 23%	36 25%	27 32%	219 25%
Improving the NHS	218 22%	103 21%	115 22%	31 26%	29 17%	28 16%	32 18%	42 28%	56 25%	68 25%	61 22%	38 17%	51 22%	49 18%	61 23%	54 23%	26 19%	27 32%	180 21%
Improving schools	128 13%	53 11%	74 14%	20 17%	33 19%	31 18%	16 9%	10 7%	17 8%	39 14%	35 13%	29 14%	25 11%	38 14%	31 12%	29 12%	18 13%	11 14%	112 13%
Controlling immigration	113 11%	69 14%	43 8%	3 2%	14 8%	15 9%	23 13%	24 16%	35 16%	22 8%	32 11%	22 10%	37 16%	28 10%	36 14%	31 13%	12 8%	5 6%	103 12%
Cutting the deficit and the debt	56 6%	33 7%	23 5%	12 10%	16 9%	5 3%	9 5%	5 4%	9 4%	18 6%	20 7%	8 4%	11 5%	22 8%	10 4%	12 5%	10 7%	3 3%	52 6%
Dealing with crime	52 5%	24 5%	28 5%	6 5%	10 6%	11 7%	6 4%	5 4%	13 6%	7 3%	10 4%	21 10%	13 6%	16 6%	13 5%	13 5%	9 6%	2 3%	48 6%
Reforming welfare to cut benefit dependency	47 5%	19 4%	28 5%	10 8%	7 4%	12 7%	6 3%	2 1%	12 5%	12 4%	13 5%	11 5%	11 5%	9 3%	14 5%	13 5%	10 7%	1 1%	45 5%
Protecting the environment	44 4%	26 5%	18 4%	8 7%	5 3%	2 1%	11 6%	8 6%	10 5%	11 4%	21 8%	3 1%	9 4%	10 4%	16 6%	10 4%	7 5%	1 1%	39 5%
Defending Britain's interests in Europe	30 3%	14 3%	16 3%	2 1%	2 1%	7 4%	5 3%	6 4%	9 4%	7 2%	14 5%	- -	9 4%	11 4%	5 2%	7 3%	5 3%	2 3%	24 3%
Something else	30 3%	15 3%	16 3%	3 2%	8 5%	9 5%	6 3%	3 2%	2 1%	5 2%	14 5%	3 1%	9 4%	9 3%	4 2%	11 5%	6 4%	1 1%	27 3%
None/ Don't know	27 3%	14 3%	13 2%	2 2%	4 3%	6 4%	5 3%	2 1%	8 4%	5 2%	3 1%	10 5%	9 4%	12 4%	4 1%	5 2%	3 2%	3 4%	21 2%

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Absolutes/col percents

Table 10
Q6. Which of the following do you think is the most important issue facing you and your family?
-First mention
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	1003	203	227	45	129	176	466	217	202	122	359	349
Weighted base	1003	198	221	48	127	180	476	219	183	138	346	351
Getting the economy growing and creating jobs	258 26%	52 26%	63 28%	14 28%	24 19%	55 30%	141 30%	53 24%	49 27%	41 30%	84 24%	99 28%
Improving the NHS	218 22%	43 22%	48 22%	10 20%	26 21%	45 25%	107 22%	44 20%	46 25%	34 24%	73 21%	73 21%
Improving schools	128 13%	24 12%	29 13%	9 18%	10 8%	22 12%	62 13%	14 6%	29 16%	22 16%	39 11%	48 14%
Controlling immigration	113 11%	20 10%	20 9%	3 6%	34 26%	8 4%	46 10%	36 16%	20 11%	7 5%	43 13%	42 12%
Cutting the deficit and the debt	56 6%	22 11%	13 6%	2 5%	6 5%	3 2%	22 5%	21 10%	6 3%	3 2%	29 8%	20 6%
Dealing with crime	52 5%	6 3%	14 7%	4 8%	9 7%	8 5%	18 4%	11 5%	9 5%	1 *	21 6%	14 4%
Reforming welfare to cut benefit dependency	47 5%	8 4%	10 4%	2 4%	10 8%	6 4%	20 4%	14 6%	6 3%	7 5%	18 5%	15 4%
Protecting the environment	44 4%	6 3%	8 3%	2 5%	1 1%	8 4%	23 5%	5 2%	3 2%	11 8%	10 3%	18 5%
Defending Britain's interests in Europe	30 3%	7 4%	3 1%	2 3%	5 4%	8 5%	13 3%	9 4%	7 4%	6 5%	13 4%	9 2%
Something else	30 3%	7 4%	5 2%	2 3%	- -	6 3%	8 2%	5 2%	5 2%	3 2%	10 3%	6 2%
None/ Don't know	27 3%	3 1%	9 4%	- -	1 1%	10 5%	16 3%	6 3%	4 2%	3 2%	6 2%	8 2%

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Absolutes/col percents

Table 11
Q6. Which of the following do you think is the most important issue facing you and your family?
-Second mention
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	1003	465	538	84	155	164	208	172	220	385	206	161	251	270	259	235	142	97	859
Weighted base	1003	488	515	119	169	170	177	148	220	272	279	216	236	274	264	241	142	83	871
Improving the NHS	234 23%	105 21%	129 25%	18 15%	41 25%	44 26%	45 26%	33 22%	52 24%	66 24%	55 20%	61 28%	52 22%	62 23%	55 21%	63 26%	39 27%	15 19%	208 24%
Getting the economy growing and creating jobs	159 16%	85 17%	74 14%	31 26%	31 18%	17 10%	24 14%	22 15%	34 15%	49 18%	44 16%	28 13%	37 16%	50 18%	40 15%	38 16%	14 10%	17 21%	135 15%
Improving schools	157 16%	68 14%	89 17%	22 19%	36 21%	34 20%	21 12%	18 12%	25 11%	43 16%	51 18%	30 14%	33 14%	36 13%	57 22%	27 11%	22 15%	15 18%	134 15%
Dealing with crime	96 10%	42 9%	54 10%	16 13%	16 9%	13 7%	14 8%	17 11%	21 10%	25 9%	29 10%	19 9%	22 9%	22 8%	25 9%	25 11%	18 12%	6 7%	84 10%
Controlling immigration	81 8%	39 8%	43 8%	5 4%	7 4%	15 9%	21 12%	10 7%	23 10%	19 7%	16 6%	24 11%	22 9%	26 10%	20 7%	17 7%	15 11%	3 4%	73 8%
Protecting the environment	62 6%	25 5%	37 7%	8 7%	10 6%	8 5%	10 6%	10 7%	16 7%	10 4%	23 8%	9 4%	21 9%	14 5%	13 5%	18 8%	10 7%	8 9%	53 6%
Cutting the deficit and the debt	57 6%	34 7%	23 4%	6 5%	2 1%	10 6%	11 6%	12 8%	16 7%	15 5%	15 5%	14 6%	14 6%	17 6%	19 7%	9 4%	10 7%	3 3%	50 6%
Reforming welfare to cut benefit dependency	49 5%	25 5%	24 5%	3 2%	10 6%	4 2%	15 9%	8 5%	10 4%	14 5%	14 5%	9 4%	13 6%	12 4%	16 6%	12 5%	4 3%	5 7%	42 5%
Defending Britain's interests in Europe	41 4%	25 5%	16 3%	6 5%	3 2%	6 4%	7 4%	12 8%	7 3%	11 4%	16 6%	9 4%	5 2%	10 4%	8 3%	15 6%	4 3%	4 5%	37 4%
Something else	25 2%	16 3%	9 2%	2 2%	7 4%	6 4%	3 2%	2 1%	4 2%	8 3%	8 3%	2 1%	6 3%	9 3%	4 2%	7 3%	3 2%	2 3%	21 2%
None/ Don't know	42 4%	24 5%	18 4%	3 3%	6 4%	11 6%	5 3%	4 3%	13 6%	11 4%	8 3%	11 5%	12 5%	18 6%	7 3%	9 4%	4 3%	4 5%	34 4%

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Absolutes/col percents

Table 11
Q6. Which of the following do you think is the most important issue facing you and your family?
-Second mention
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	1003	203	227	45	129	176	466	217	202	122	359	349
Weighted base	1003	198	221	48	127	180	476	219	183	138	346	351
Improving the NHS	234 23%	47 24%	62 28%	12 25%	19 15%	45 25%	107 22%	53 24%	52 28%	26 19%	84 24%	74 21%
Getting the economy growing and creating jobs	159 16%	28 14%	39 17%	7 14%	22 17%	22 12%	73 15%	30 14%	30 16%	15 11%	59 17%	56 16%
Improving schools	157 16%	27 14%	36 16%	12 25%	14 11%	27 15%	79 16%	31 14%	29 16%	28 20%	48 14%	59 17%
Dealing with crime	96 10%	13 7%	18 8%	1 3%	16 13%	20 11%	52 11%	20 9%	19 11%	7 5%	24 7%	37 10%
Controlling immigration	81 8%	19 9%	13 6%	2 4%	18 14%	16 9%	38 8%	21 10%	10 6%	10 7%	31 9%	27 8%
Protecting the environment	62 6%	14 7%	14 6%	5 10%	5 4%	7 4%	30 6%	10 5%	14 8%	13 9%	24 7%	24 7%
Cutting the deficit and the debt	57 6%	18 9%	8 3%	5 10%	10 8%	10 6%	23 5%	18 8%	5 3%	15 11%	26 8%	15 4%
Reforming welfare to cut benefit dependency	49 5%	8 4%	11 5%	1 2%	10 8%	9 5%	25 5%	11 5%	9 5%	7 5%	16 5%	21 6%
Defending Britain's interests in Europe	41 4%	12 6%	5 2%	3 7%	7 5%	8 4%	19 4%	12 5%	7 4%	5 4%	16 5%	15 4%
Something else	25 2%	5 2%	6 3%	- -	4 3%	2 1%	12 3%	5 2%	4 2%	6 4%	7 2%	12 3%
None/ Don't know	42 4%	7 4%	10 4%	- -	3 2%	14 8%	20 4%	8 4%	4 2%	6 5%	11 3%	11 3%

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Table 12
Q6. Which of the following do you think is the most important issue facing you and your family?
-Third mention
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	1003	465	538	84	155	164	208	172	220	385	206	161	251	270	259	235	142	97	859
Weighted base	1003	488	515	119	169	170	177	148	220	272	279	216	236	274	264	241	142	83	871
Improving schools	140 14%	70 14%	70 14%	21 17%	25 15%	24 14%	22 12%	21 14%	29 13%	35 13%	39 14%	34 16%	33 14%	44 16%	32 12%	38 16%	13 9%	13 16%	121 14%
Controlling immigration	140 14%	68 14%	72 14%	16 13%	18 10%	25 15%	31 18%	27 19%	23 11%	34 13%	30 11%	40 18%	36 15%	37 13%	42 16%	36 15%	16 12%	10 12%	128 15%
Improving the NHS	132 13%	49 10%	83 16%	19 16%	27 16%	21 12%	26 15%	14 10%	24 11%	40 15%	32 11%	26 12%	33 14%	30 11%	42 16%	28 11%	21 15%	12 14%	108 12%
Getting the economy growing and creating jobs	114 11%	55 11%	59 11%	15 13%	13 7%	22 13%	23 13%	18 12%	22 10%	33 12%	33 12%	17 8%	30 13%	26 10%	24 9%	32 13%	23 16%	8 10%	98 11%
Dealing with crime	111 11%	44 9%	66 13%	9 8%	22 13%	12 7%	21 12%	14 9%	32 14%	30 11%	28 10%	25 12%	27 12%	36 13%	22 8%	32 13%	15 10%	7 8%	102 12%
Reforming welfare to cut benefit dependency	80 8%	41 8%	40 8%	3 2%	13 8%	14 8%	14 8%	14 9%	23 10%	19 7%	32 11%	15 7%	14 6%	19 7%	24 9%	20 8%	16 11%	2 3%	74 8%
Protecting the environment	76 8%	37 8%	38 7%	12 10%	21 13%	7 4%	11 6%	10 7%	15 7%	23 9%	20 7%	17 8%	15 6%	22 8%	20 8%	12 5%	9 7%	12 15%	62 7%
Cutting the deficit and the debt	73 7%	38 8%	35 7%	10 9%	12 7%	18 10%	9 5%	10 7%	15 7%	23 8%	20 7%	20 9%	11 5%	18 7%	19 7%	17 7%	12 8%	7 9%	63 7%
Defending Britain's interests in Europe	43 4%	23 5%	19 4%	4 3%	3 2%	6 4%	9 5%	7 5%	13 6%	13 5%	19 7%	3 1%	9 4%	8 3%	17 7%	8 3%	4 3%	5 6%	37 4%
Something else	29 3%	23 5%	6 1%	6 5%	2 1%	7 4%	2 1%	5 3%	7 3%	7 2%	14 5%	2 1%	6 3%	9 3%	7 3%	6 2%	5 3%	2 3%	22 2%
None/ Don't know	65 7%	39 8%	27 5%	5 4%	13 8%	15 9%	8 5%	7 4%	19 8%	15 5%	13 4%	16 8%	22 9%	26 10%	14 5%	12 5%	8 6%	4 5%	56 6%

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Table 12
Q6. Which of the following do you think is the most important issue facing you and your family?
-Third mention
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	1003	203	227	45	129	176	466	217	202	122	359	349
Weighted base	1003	198	221	48	127	180	476	219	183	138	346	351
Improving schools	140 14%	25 13%	31 14%	5 11%	12 10%	27 15%	63 13%	26 12%	25 14%	17 12%	48 14%	40 11%
Controlling immigration	140 14%	29 14%	28 13%	6 13%	25 19%	26 14%	66 14%	37 17%	33 18%	12 9%	51 15%	47 13%
Improving the NHS	132 13%	17 9%	33 15%	11 22%	17 13%	24 13%	65 14%	19 9%	25 13%	23 17%	47 14%	48 14%
Getting the economy growing and creating jobs	114 11%	24 12%	24 11%	7 14%	11 9%	25 14%	53 11%	22 10%	26 14%	16 12%	41 12%	37 11%
Dealing with crime	111 11%	20 10%	27 12%	7 15%	13 10%	17 10%	41 9%	28 13%	14 8%	14 10%	42 12%	32 9%
Reforming welfare to cut benefit dependency	80 8%	27 14%	3 1%	5 11%	16 13%	9 5%	39 8%	29 13%	5 2%	10 8%	26 8%	36 10%
Protecting the environment	76 8%	12 6%	24 11%	2 4%	7 5%	11 6%	44 9%	6 3%	20 11%	13 9%	22 6%	34 10%
Cutting the deficit and the debt	73 7%	22 11%	16 7%	3 7%	9 7%	9 5%	29 6%	22 10%	10 6%	11 8%	34 10%	23 7%
Defending Britain's interests in Europe	43 4%	9 4%	5 2%	1 1%	12 9%	4 2%	25 5%	14 6%	6 3%	8 6%	12 4%	21 6%
Something else	29 3%	3 2%	14 6%	- -	1 1%	6 3%	20 4%	4 2%	10 6%	6 5%	7 2%	15 4%
None/ Don't know	65 7%	11 5%	15 7%	1 2%	5 4%	21 12%	31 7%	12 6%	8 5%	6 5%	16 5%	17 5%

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Absolutes/col percents

Table 13
Q6. Which of the following do you think is the most important issue facing you and your family?
-Top three mentions
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	1003	465	538	84	155	164	208	172	220	385	206	161	251	270	259	235	142	97	859
Weighted base	1003	488	515	119	169	170	177	148	220	272	279	216	236	274	264	241	142	83	871
Improving the NHS	584 58%	257 53%	327 64%	68 57%	98 58%	93 55%	104 59%	89 60%	132 60%	175 64%	148 58%	125 58%	136 58%	141 51%	158 60%	145 60%	86 61%	54 65%	497 57%
Getting the economy growing and creating jobs	531 53%	258 53%	272 53%	68 57%	86 51%	85 50%	106 60%	81 55%	105 48%	162 60%	132 48%	118 54%	118 50%	147 54%	133 51%	126 52%	73 52%	52 63%	452 52%
Improving schools	424 42%	191 39%	233 45%	63 53%	94 55%	89 52%	59 33%	49 33%	71 32%	116 43%	125 45%	93 43%	91 38%	118 43%	121 46%	94 39%	53 37%	39 47%	367 42%
Controlling immigration	334 33%	176 36%	158 31%	23 19%	39 23%	54 32%	75 42%	61 42%	81 37%	75 28%	78 28%	85 40%	96 40%	91 33%	98 37%	84 35%	43 30%	18 22%	304 35%
Dealing with crime	258 26%	111 23%	148 29%	31 26%	47 28%	36 21%	42 23%	36 24%	66 30%	63 23%	68 24%	65 30%	63 27%	73 27%	59 22%	70 29%	41 29%	16 19%	234 27%
Cutting the deficit and the debt	187 19%	105 22%	82 16%	29 24%	29 17%	32 19%	29 17%	28 19%	39 18%	55 20%	55 20%	42 19%	36 15%	57 21%	48 18%	38 16%	31 22%	13 15%	165 19%
Protecting the environment	182 18%	89 18%	93 18%	27 23%	36 22%	17 10%	32 18%	29 19%	41 19%	44 16%	64 23%	29 13%	45 19%	46 17%	49 19%	41 17%	26 18%	20 25%	154 18%
Reforming welfare to cut benefit dependency	177 18%	85 17%	92 18%	15 12%	30 18%	30 18%	35 20%	23 16%	44 20%	45 17%	59 21%	35 16%	38 16%	40 15%	54 20%	44 18%	30 21%	9 11%	161 18%
Defending Britain's interests in Europe	113 11%	62 13%	51 10%	11 10%	8 5%	19 11%	21 12%	25 17%	29 13%	30 11%	50 18%	12 5%	22 9%	28 10%	31 12%	30 13%	13 9%	11 14%	99 11%
Something else	70 7%	42 9%	28 5%	9 7%	15 9%	19 11%	10 6%	7 5%	11 5%	15 5%	31 11%	7 3%	17 7%	22 8%	11 4%	22 9%	11 8%	4 5%	60 7%
None/ Don't know	27 3%	14 3%	13 2%	2 2%	4 3%	6 4%	5 3%	2 1%	8 4%	5 2%	3 1%	10 5%	9 4%	12 4%	4 1%	5 2%	3 2%	3 4%	21 2%

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Table 13
Q6. Which of the following do you think is the most important issue facing you and your family?
-Top three mentions
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	1003	203	227	45	129	176	466	217	202	122	359	349
Weighted base	1003	198	221	48	127	180	476	219	183	138	346	351
Improving the NHS	584 58%	107 54%	143 65%	33 67%	62 49%	114 63%	278 58%	116 53%	122 66%	83 60%	204 59%	195 56%
Getting the economy growing and creating jobs	531 53%	104 53%	126 57%	27 56%	57 45%	102 57%	267 56%	105 48%	105 58%	72 52%	183 53%	192 55%
Improving schools	424 42%	76 38%	96 44%	26 55%	36 28%	76 42%	203 43%	71 32%	82 45%	67 48%	135 39%	147 42%
Controlling immigration	334 33%	67 34%	61 28%	11 22%	76 60%	50 28%	150 31%	93 43%	63 35%	29 21%	126 36%	115 33%
Dealing with crime	258 26%	40 20%	60 27%	12 25%	38 30%	45 25%	111 23%	59 27%	43 23%	22 16%	87 25%	82 23%
Cutting the deficit and the debt	187 19%	62 31%	36 16%	11 22%	26 20%	22 12%	75 16%	62 28%	22 12%	30 21%	89 26%	58 17%
Protecting the environment	182 18%	32 16%	46 21%	9 19%	13 10%	26 15%	96 20%	21 10%	37 20%	37 27%	56 16%	76 22%
Reforming welfare to cut benefit dependency	177 18%	42 21%	24 11%	8 16%	37 29%	25 14%	84 18%	53 24%	20 11%	24 18%	60 17%	72 20%
Defending Britain's interests in Europe	113 11%	28 14%	14 6%	6 11%	24 19%	21 11%	57 12%	35 16%	21 12%	20 14%	41 12%	45 13%
Something else	70 7%	13 7%	19 9%	2 3%	4 3%	11 6%	32 7%	14 6%	13 7%	12 9%	22 6%	26 7%
None/ Don't know	27 3%	3 1%	9 4%	- -	1 1%	10 5%	16 3%	6 3%	4 2%	3 2%	6 2%	8 2%

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Table 14

Q7. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	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	1003	465	538	84	155	164	208	172	220	385	206	161	251	270	259	235	142	97	859
Weighted base	1003	488	515	119	169	170	177	148	220	272	279	216	236	274	264	241	142	83	871
Cameron & Osborne	452 45%	240 49%	212 41%	44 37%	67 40%	76 45%	73 41%	74 50%	119 54%	155 57%	115 41%	103 48%	79 33%	125 46%	127 48%	99 41%	70 49%	30 36%	402 46%
Miliband & Balls	258 26%	121 25%	137 27%	44 37%	39 23%	46 27%	44 25%	40 27%	45 20%	64 24%	71 26%	58 27%	64 27%	78 28%	60 23%	53 22%	42 29%	25 30%	215 25%
Neither	237 24%	108 22%	129 25%	19 16%	52 31%	43 25%	53 30%	26 18%	44 20%	46 17%	74 27%	43 20%	74 31%	56 21%	62 24%	70 29%	23 16%	25 30%	206 24%
Don't know	56 6%	19 4%	37 7%	12 10%	11 7%	5 3%	8 4%	8 5%	13 6%	7 3%	18 7%	12 6%	19 8%	15 5%	14 5%	18 7%	7 5%	3 3%	49 6%

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Table 14

Q7. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	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	1003	203	227	45	129	176	466	217	202	122	359	349
Weighted base	1003	198	221	48	127	180	476	219	183	138	346	351
Cameron & Osborne	452	174	52	22	71	68	240	182	55	50	154	193
	45%	88%	24%	46%	56%	38%	50%	83%	30%	36%	45%	55%
Miliband & Balls	258	10	143	12	22	20	92	13	95	52	137	78
	26%	5%	65%	25%	17%	11%	19%	6%	52%	38%	40%	22%
Neither	237	11	19	9	32	68	115	21	27	29	49	67
	24%	6%	9%	19%	25%	38%	24%	10%	15%	21%	14%	19%
Don't know	56	3	7	4	2	24	29	3	6	7	5	13
	6%	1%	3%	9%	1%	13%	6%	2%	3%	5%	2%	4%

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Absolutes/col percents

Table 15
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Yes	601 60%	612 61%
No	402 40%	391 39%

The Ashcroft National Poll
CATI Fieldwork : 24th - 26th October 2014

Absolutes/col percents

Table 16
Is the house or flat in which you live...?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: Owners	640 64%	652 65%
Owned outright - without mortgage	304 30%	331 33%
Owned with a mortgage or loan	336 33%	321 32%
NET: Renters	346 34%	337 34%
Rented from the council	116 12%	141 14%
Rented from a housing association	94 9%	80 8%
Rented from someone else	136 14%	117 12%
Rent free	17 2%	14 1%

The Ashcroft National Poll
CATI Fieldwork : 24th - 26th October 2014

Absolutes/col percents

Table 17
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
None	213 21%	211 21%
1	383 38%	421 42%
2	295 29%	281 28%
3+	112 11%	90 9%
Mean	1.36	1.30
Standard deviation	1.12	1.08
Standard error	0.04	0.03

The Ashcroft National Poll
CATI Fieldwork : 24th - 26th October 2014

Absolutes/col percents

Table 18
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: Working	613 61%	561 56%
Working full time - working 30 hours per week or more	459 46%	441 44%
Working part time - working between 8 and 29 hours per week	154 15%	120 12%
NET: Not Working	390 39%	442 44%
Not working but seeking work or temporarily unemployed or sick	63 6%	80 8%
Not working and not seeking work/ student	57 6%	71 7%
Retired on a state pension only	99 10%	95 9%
Retired with a private pension	139 14%	155 15%
House person, housewife, househusband, etc.	32 3%	41 4%

The Ashcroft National Poll
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Absolutes/col percents

Table 19
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: AB	385 38%	268 27%
A	120 12%	81 8%
B	265 26%	187 19%
C1	206 21%	278 28%
C2	161 16%	218 22%
D	107 11%	94 9%
E	144 14%	144 14%
NET: DE	251 25%	238 24%

The Ashcroft National Poll
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Absolutes/col percents

Table 20
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
18-24	84 8%	119 12%
25-34	155 15%	169 17%
35-44	164 16%	169 17%
45-54	208 21%	179 18%
55-64	172 17%	149 15%
65 or older	220 22%	219 22%
Average age	48.60	47.02

The Ashcroft National Poll
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Absolutes/col percents

Table 21
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Male	465 46%	491 49%
Female	538 54%	512 51%

The Ashcroft National Poll
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Absolutes/col percents

Table 22
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
Scotland	97 10%	90 9%
North East	40 4%	40 4%
North West	113 11%	110 11%
Yorkshire & Humberside	82 8%	90 9%
West Midlands	84 8%	90 9%
East Midlands	71 7%	70 7%
Wales	47 5%	50 5%
Eastern	104 10%	100 10%
London	127 13%	130 13%
South East	143 14%	140 14%
South West	95 9%	90 9%

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Absolutes/col percents

Table 23

**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	1003	1003
Weighted base	1003	1003
Conservative	217 22%	219 22%
Labour	202 20%	183 18%
Liberal Democrat	122 12%	138 14%
Another party	78 8%	59 6%
Didn't vote	292 29%	310 31%
Refused	43 4%	40 4%
Don't know	49 5%	53 5%