

**The Ashcroft National Poll**  
**CATI Fieldwork : 31st October - 2nd November 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	509	493	84	157	171	207	166	217	351	225	169	257	271	252	245	142	92	858	
Weighted base	1002	490	512	119	171	171	176	149	216	270	283	214	235	271	262	239	141	90	863	
Absolutely certain to vote	(10)	521 52%	260 53%	261 51%	37 31%	69 40%	86 50%	94 53%	94 63%	141 65%	166 62%	149 53%	105 49%	100 43%	141 52%	127 49%	124 52%	67 47%	61 68%	439 51%
	(9)	61 6%	27 6%	33 7%	6 5%	16 9%	11 7%	8 4%	11 7%	10 4%	20 7%	22 8%	10 5%	9 4%	13 5%	26 10%	13 5%	7 5%	3 3%	56 7%
	(8)	89 9%	49 10%	40 8%	12 10%	25 15%	17 10%	11 6%	8 5%	16 8%	22 8%	31 11%	14 7%	21 9%	25 9%	27 10%	19 8%	17 12%	2 2%	83 10%
	(7)	58 6%	35 7%	22 4%	17 15%	12 7%	8 5%	7 4%	6 4%	8 4%	13 5%	16 6%	18 8%	11 5%	18 7%	14 5%	11 5%	10 7%	5 6%	52 6%
	(6)	19 2%	7 1%	12 2%	6 5%	2 1%	5 3%	4 2%	1 *	2 1%	4 1%	4 2%	5 2%	5 2%	9 3%	4 1%	4 2%	1 1%	2 2%	16 2%
	(5)	90 9%	39 8%	51 10%	12 10%	14 8%	14 8%	24 14%	8 5%	18 8%	18 7%	24 6%	30 11%	25 13%	25 9%	20 8%	12 9%	8 9%	8 9%	76 9%
	(4)	9 1%	4 1%	6 1%	1 1%	4 2%	2 1%	- -	- -	3 1%	1 *	- -	4 2%	5 2%	3 1%	3 1%	2 1%	1 1%	- -	9 1%
	(3)	20 2%	6 1%	14 3%	6 5%	5 3%	1 1%	4 2%	2 1%	1 1%	3 1%	7 2%	4 2%	7 3%	1 *	5 2%	9 4%	4 3%	1 2%	18 2%
	(2)	13 1%	5 1%	7 1%	1 1%	3 2%	4 2%	3 2%	1 1%	- -	1 1%	3 1%	2 1%	6 2%	4 2%	3 1%	4 2%	1 1%	- -	11 1%
Definitely would not vote	(1)	118 12%	58 12%	60 12%	20 17%	22 13%	20 12%	20 12%	20 14%	15 7%	21 8%	29 10%	28 13%	41 17%	31 12%	26 10%	31 13%	21 15%	8 9%	98 11%
Don't know		5 *	- -	5 1%	- -	- -	3 2%	- -	- -	2 1%	1 *	4 1%	- -	- -	2 1%	2 1%	1 *	- -	- -	5 1%
Mean		7.69	7.79	7.60	6.61	7.30	7.67	7.57	8.07	8.47	8.38	7.95	7.45	6.83	7.71	7.81	7.50	7.37	8.32	7.70
Standard deviation		3.15	3.10	3.20	3.26	3.20	3.19	3.22	3.23	2.68	2.75	3.00	3.22	3.48	3.11	3.00	3.32	3.32	2.92	3.12
Standard error		0.10	0.14	0.14	0.36	0.26	0.25	0.22	0.25	0.18	0.15	0.20	0.25	0.22	0.19	0.19	0.21	0.28	0.30	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	209	223	56	116	166	444	222	208	115	382	336	
Weighted base	1002	211	220	65	112	164	445	219	183	138	385	335	
Absolutely certain to vote	(10)	521 52%	130 62%	131 59%	38 57%	80 72%	73 45%	203 46%	159 73%	122 67%	94 68%	279 72%	169 50%
	(9)	61 6%	9 4%	12 6%	8 12%	6 5%	18 11%	38 8%	15 7%	13 7%	12 9%	16 4%	27 8%
	(8)	89 9%	27 13%	24 11%	10 16%	9 8%	12 7%	63 14%	19 9%	17 9%	13 9%	25 7%	52 16%
	(7)	58 6%	18 8%	15 7%	1 2%	4 3%	12 8%	37 8%	14 6%	11 6%	2 2%	20 5%	25 8%
	(6)	19 2%	2 1%	6 3%	2 3%	1 1%	2 1%	9 2%	2 1%	1 1%	4 3%	10 3%	6 2%
	(5)	90 9%	12 6%	21 10%	6 9%	9 8%	29 18%	63 14%	4 2%	10 5%	10 7%	24 6%	37 11%
	(4)	9 1%	4 2%	1 *	- -	1 1%	2 1%	9 2%	2 1%	1 *	- -	- -	7 2%
	(3)	20 2%	6 3%	7 3%	1 1%	- -	4 3%	11 3%	- -	- -	- -	9 2%	7 2%
	(2)	13 1%	2 1%	3 1%	- -	2 2%	5 3%	8 2%	* *	- -	2 2%	2 1%	5 1%
Definitely would not vote	(1)	118 12%	-	-	-	-	-	-	4 2%	7 4%	1 1%	-	-
Don't know		5 *	-	-	-	-	5 3%	5 1%	-	-	-	-	-
Mean		7.69	8.71	8.59	8.86	9.04	7.99	8.13	9.21	8.89	9.00	9.05	8.37
Standard deviation		3.15	2.03	2.11	1.73	1.86	2.43	2.24	1.69	2.12	1.90	1.83	2.12
Standard error		0.10	0.14	0.14	0.23	0.17	0.19	0.11	0.11	0.15	0.18	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	1002	509	493	84	157	171	207	166	217	351	225	169	257	271	252	245	142	92	858
Weighted base	1002	490	512	119	171	171	176	149	216	270	283	214	235	271	262	239	141	90	863
Conservative	211 21%	111 23%	101 20%	23 20%	31 18%	35 20%	30 17%	24 16%	69 32%	64 24%	59 21%	43 20%	45 19%	61 23%	64 25%	52 22%	26 19%	7 8%	199 23%
Labour	220 22%	108 22%	112 22%	31 26%	51 30%	40 23%	39 22%	29 19%	30 14%	56 21%	60 21%	49 23%	54 23%	68 25%	49 19%	54 23%	37 26%	11 13%	196 23%
Liberal Democrat	65 7%	28 6%	37 7%	10 9%	11 6%	15 9%	5 3%	10 7%	15 7%	18 7%	33 12%	9 4%	5 2%	22 8%	14 5%	17 7%	8 6%	4 4%	60 7%
SNP	38 4%	20 4%	18 4%	4 3%	8 5%	4 3%	8 5%	7 5%	7 3%	13 5%	7 2%	13 6%	6 2%	-	-	-	-	38 42%	-
Plaid Cymru	5 *	3 1%	1 *	-	1 *	-	1 1%	1 1%	1 1%	2 1%	-	-	3 1%	-	-	-	5 3%	-	-
The UK Independence Party	112 11%	68 14%	44 9%	9 8%	8 5%	11 7%	27 15%	24 16%	32 15%	25 9%	26 9%	38 18%	23 10%	28 10%	34 13%	33 14%	16 11%	2 2%	103 12%
The Green Party	44 4%	20 4%	24 5%	9 7%	8 5%	10 6%	10 6%	2 1%	5 2%	13 5%	11 4%	7 3%	14 6%	15 5%	15 6%	5 2%	7 5%	3 3%	41 5%
The British National Party	7 1%	5 1%	3 1%	3 3%	1 1%	2 1%	1 *	1 *	-	-	5 2%	-	2 1%	2 1%	4 1%	1 1%	-	-	7 1%
Another party	18 2%	9 2%	9 2%	1 1%	3 2%	2 1%	4 2%	5 3%	2 1%	5 2%	5 2%	3 2%	4 2%	7 2%	2 1%	5 2%	3 2%	2 2%	16 2%
Would not vote	118 12%	58 12%	60 12%	20 17%	22 13%	20 12%	20 12%	20 14%	15 7%	21 8%	29 10%	28 13%	41 17%	31 12%	26 10%	31 13%	21 15%	8 9%	98 11%
Refused	54 5%	26 5%	29 6%	-	5 3%	13 7%	9 5%	9 6%	18 9%	21 8%	16 6%	6 3%	11 5%	11 4%	13 5%	16 7%	6 4%	8 8%	44 5%
Don't know	109 11%	35 7%	74 14%	8 7%	23 14%	19 11%	23 13%	16 11%	21 10%	31 11%	32 11%	18 8%	29 12%	25 9%	41 16%	25 11%	12 8%	7 8%	99 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	209	223	56	116	166	444	222	208	115	382	336
Weighted base	1002	211	220	65	112	164	445	219	183	138	385	335
Conservative	211 21%	211 100%	-	-	-	-	97 22%	147 67%	4 2%	11 8%	114 30%	97 29%
Labour	220 22%	-	220 100%	-	-	-	104 23%	5 2%	126 69%	31 23%	116 30%	104 31%
Liberal Democrat	65 7%	-	-	65 100%	-	-	34 8%	3 2%	3 1%	43 31%	31 8%	34 10%
SNP	38 4%	-	-	-	-	-	13 3%	-	7 4%	3 2%	25 7%	13 4%
Plaid Cymru	5 *	-	-	-	-	-	2 1%	-	-	1 1%	2 1%	2 1%
The UK Independence Party	112 11%	-	-	-	112 100%	-	48 11%	38 17%	17 9%	9 6%	64 17%	48 14%
The Green Party	44 4%	-	-	-	-	-	25 6%	-	8 4%	18 13%	19 5%	25 7%
The British National Party	7 1%	-	-	-	-	-	3 1%	-	-	-	5 1%	3 1%
Another party	18 2%	-	-	-	-	-	10 2%	1 1%	2 1%	2 2%	8 2%	10 3%
Would not vote	118 12%	-	-	-	-	-	-	4 2%	7 4%	1 1%	-	-
Refused	54 5%	-	-	-	-	54 33%	-	4 2%	2 1%	3 2%	-	-
Don't know	109 11%	-	-	-	-	109 67%	109 25%	17 8%	8 5%	15 11%	-	-

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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	522	280	242	37	76	84	107	91	128	197	123	87	115	140	134	124	71	54	445
Weighted base	516	269	248	52	82	82	89	83	129	152	154	107	103	143	133	120	71	50	444
Conservative	151	80	71	11	20	23	22	20	56	51	42	29	31	44	49	34	18	6	141
	29%	30%	29%	20%	25%	28%	24%	24%	44%	33%	27%	27%	30%	31%	37%	29%	26%	12%	32%
Labour	153	73	80	20	33	27	28	22	23	42	46	30	36	47	34	41	24	8	137
	30%	27%	32%	38%	41%	34%	31%	26%	18%	27%	30%	28%	35%	33%	25%	34%	34%	15%	31%
Liberal Democrat	48	21	28	6	8	9	4	8	13	15	24	6	4	16	11	12	6	4	44
	9%	8%	11%	11%	10%	12%	4%	9%	10%	10%	15%	5%	4%	11%	9%	10%	8%	7%	10%
SNP	28	15	13	3	5	2	5	6	6	10	6	8	4	-	-	-	-	28	-
	5%	6%	5%	6%	6%	3%	6%	7%	5%	7%	4%	7%	4%	-	-	-	-	56%	-
Plaid Cymru	3	2	1	-	1	-	*	1	1	1	-	-	2	-	-	-	3	-	-
	1%	1%	*	-	1%	-	*	1%	1%	1%	-	-	2%	-	-	-	4%	-	-
The UK Independence Party	85	54	32	5	6	9	19	21	25	21	20	28	16	20	26	26	12	2	79
	17%	20%	13%	9%	8%	11%	22%	25%	19%	14%	13%	27%	15%	14%	20%	22%	17%	3%	18%
The Green Party	33	16	17	6	6	9	8	2	3	10	9	5	9	11	10	3	6	3	30
	6%	6%	7%	11%	8%	10%	9%	2%	2%	7%	6%	4%	9%	8%	8%	2%	8%	5%	7%
The British National Party	4	3	1	2	*	1	*	*	-	-	3	-	1	1	2	1	-	-	4
	1%	1%	*	4%	*	1%	*	1%	-	-	2%	-	1%	1%	1%	*	-	-	1%
Another party	11	5	6	*	1	1	3	4	2	3	4	2	1	4	1	3	2	1	10
	2%	2%	2%	*	2%	1%	3%	4%	2%	2%	2%	2%	1%	3%	1%	3%	3%	2%	2%

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**How likely are you, personally, to vote at the next election?**

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	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	522	153	158	41	90	-	228	165	147	77	294	228
Weighted base	516	151	153	48	85	-	224	160	131	94	293	224
Conservative	151	151	-	-	-	-	62	118	3	8	89	62
	29%	100%	-	-	-	-	28%	74%	2%	8%	31%	28%
Labour	153	-	153	-	-	-	66	4	99	25	87	66
	30%	-	100%	-	-	-	30%	2%	76%	26%	30%	30%
Liberal Democrat	48	-	-	48	-	-	24	3	2	34	24	24
	9%	-	-	100%	-	-	11%	2%	2%	36%	8%	11%
SNP	28	-	-	-	-	-	7	-	5	3	21	7
	5%	-	-	-	-	-	3%	-	4%	3%	7%	3%
Plaid Cymru	3	-	-	-	-	-	2	-	-	1	1	2
	1%	-	-	-	-	-	1%	-	-	1%	*	1%
The UK Independence Party	85	-	-	-	85	-	36	34	14	7	49	36
	17%	-	-	-	100%	-	16%	21%	11%	7%	17%	16%
The Green Party	33	-	-	-	-	-	18	-	7	15	15	18
	6%	-	-	-	-	-	8%	-	5%	16%	5%	8%
The British National Party	4	-	-	-	-	-	2	-	-	-	2	2
	1%	-	-	-	-	-	1%	-	-	-	1%	1%
Another party	11	-	-	-	-	-	7	1	2	2	4	7
	2%	-	-	-	-	-	3%	1%	1%	2%	1%	3%

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Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	30%
Labour	29%
Liberal Democrat/ Liberal	10%
Scottish National Party/SNP	5%
Plaid Cymru	1%
The UK Independence Party	16%
The Green Party	6%
Other	3%

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Absolutes/col percents

Table 5

**Q4. The next general election will take place on May 7th 2015 - just under a year from now. When the general election comes, will you definitely vote ... or might you end up voting differently when the time comes?**

**Base: All naming a party they would vote for tomorrow**

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	718	383	335	64	111	122	147	114	160	253	163	129	173	199	179	168	101	71	613
Weighted base	720	371	349	91	121	119	124	104	161	196	207	162	155	203	182	166	102	67	623
Will definitely vote that way	385	210	175	40	55	50	68	63	108	96	112	91	85	112	95	92	44	42	326
	53%	56%	50%	44%	45%	42%	55%	61%	67%	49%	54%	56%	55%	55%	52%	55%	43%	63%	52%
Might end up voting differently	335	162	174	51	66	69	56	40	53	101	94	71	70	91	87	74	58	25	296
	47%	44%	50%	56%	55%	58%	45%	39%	33%	51%	46%	44%	45%	45%	48%	45%	57%	37%	48%



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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	718	209	223	56	116	-	336	199	187	96	382	336
Weighted base	720	211	220	65	112	-	335	194	166	119	385	335
Will definitely vote that way	385 53%	114 54%	116 53%	31 48%	64 57%	-	-	108 56%	95 57%	58 49%	385 100%	-
Might end up voting differently	335 47%	97 46%	104 47%	34 52%	48 43%	-	335 100%	86 44%	71 43%	61 51%	-	335 100%

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Table 6  
**Q5. Which of the following statements do you most agree with?**  
**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	509	493	84	157	171	207	166	217	351	225	169	257	271	252	245	142	92	858
Weighted base	1002	490	512	119	171	171	176	149	216	270	283	214	235	271	262	239	141	90	863
I am satisfied with the job that David Cameron is doing overall as Prime Minister	309 31%	164 34%	144 28%	47 40%	58 34%	53 31%	41 23%	28 19%	81 38%	76 28%	88 31%	77 36%	68 29%	89 33%	77 29%	79 33%	40 28%	23 26%	274 32%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	297 30%	135 27%	162 32%	29 24%	44 26%	49 29%	61 34%	47 32%	67 31%	90 33%	90 32%	63 30%	53 23%	77 29%	89 34%	68 29%	38 27%	25 28%	258 30%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	245 24%	123 25%	122 24%	35 29%	45 26%	45 27%	36 20%	43 29%	41 19%	66 24%	70 25%	43 20%	66 28%	73 27%	61 23%	55 23%	34 24%	21 24%	214 25%
Refused	36 4%	23 5%	13 2%	1 1%	5 3%	6 3%	8 5%	7 5%	9 4%	5 2%	12 4%	7 3%	12 5%	6 2%	12 4%	5 2%	8 6%	5 5%	27 3%
Don't know	116 12%	46 9%	70 14%	7 6%	19 11%	18 11%	30 17%	24 16%	18 8%	33 12%	22 8%	24 11%	36 15%	25 9%	23 9%	31 13%	21 15%	16 18%	90 10%

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Table 6

**Q5. Which of the following statements do you most agree with?****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	209	223	56	116	166	444	222	208	115	382	336
Weighted base	1002	211	220	65	112	164	445	219	183	138	385	335
I am satisfied with the job David Cameron is doing overall as Prime Minister	309 31%	138 65%	40 18%	26 40%	14 12%	42 26%	131 29%	111 51%	26 14%	32 23%	121 31%	103 31%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	297 30%	67 32%	42 19%	22 34%	67 60%	46 28%	165 37%	95 43%	43 23%	32 23%	96 25%	130 39%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	245 24%	5 2%	122 55%	11 17%	15 13%	28 17%	88 20%	7 3%	94 51%	57 41%	129 33%	73 22%
Refused	36 4%	1 *	-	4 6%	4 3%	14 9%	9 2%	2 1%	1 1%	5 4%	9 2%	4 1%
Don't know	116 12%	1 *	16 7%	2 3%	13 11%	33 20%	52 12%	3 1%	20 11%	12 9%	30 8%	26 8%

**The Ashcroft National Poll**  
**CATI Fieldwork : 31st October - 2nd November 2014**

Absolutes/col percents

Table 7

**Q6. Thinking about Britain and the British economy as a whole, and what may happen after the next election in May 2015, do you think you and your family would be better off if we were to have five years of Labour government, or five years of Conservative government or would it make no difference?**

**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	509	493	84	157	171	207	166	217	351	225	169	257	271	252	245	142	92	858
Weighted base	1002	490	512	119	171	171	176	149	216	270	283	214	235	271	262	239	141	90	863
I and my family would be better off under the Conservatives	231 23%	133 27%	98 19%	18 15%	24 14%	40 23%	34 19%	33 22%	82 38%	76 28%	64 23%	52 24%	39 17%	73 27%	66 25%	51 21%	29 20%	13 14%	214 25%
I and my family would be better off under Labour	164 16%	85 17%	79 15%	25 21%	44 26%	31 18%	20 11%	24 16%	20 9%	45 17%	48 17%	39 18%	32 14%	45 17%	41 16%	37 15%	26 18%	15 17%	140 16%
It would make no difference	575 57%	263 54%	312 61%	71 60%	100 58%	96 56%	116 66%	89 60%	102 47%	137 51%	167 59%	117 55%	153 65%	146 54%	144 55%	143 60%	82 58%	60 67%	480 56%
Don't know	32 3%	10 2%	23 4%	4 4%	3 2%	5 3%	6 4%	2 1%	11 5%	12 4%	3 1%	7 3%	11 5%	7 3%	11 4%	8 3%	4 3%	2 2%	29 3%

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Absolutes/col percents

Table 7

**Q6. Thinking about Britain and the British economy as a whole, and what may happen after the next election in May 2015, do you think you and your family would be better off if we were to have five years of Labour government, or five years of Conservative government or would it make no difference?**

**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	209	223	56	116	166	444	222	208	115	382	336
Weighted base	1002	211	220	65	112	164	445	219	183	138	385	335
I and my family would be better off under the Conservatives	231 23%	130 62%	3 1%	17 25%	38 34%	27 17%	92 21%	134 61%	6 4%	26 19%	119 31%	77 23%
I and my family would be better off under Labour	164 16%	7 3%	96 44%	6 9%	6 6%	13 8%	64 14%	5 2%	72 40%	29 21%	88 23%	54 16%
It would make no difference	575 57%	71 34%	121 55%	41 63%	63 57%	110 67%	271 61%	75 34%	103 56%	81 58%	174 45%	195 58%
Don't know	32 3%	3 2%	- -	2 3%	3 3%	13 8%	18 4%	5 2%	2 1%	3 2%	4 1%	10 3%

**The Ashcroft National Poll**  
**CATI Fieldwork : 31st October - 2nd November 2014**

Absolutes/col percents

Table 8

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Yes	590 59%	611 61%
No	412 41%	391 39%

**The Ashcroft National Poll**  
**CATI Fieldwork : 31st October - 2nd November 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Owners	634 63%	651 65%
Owned outright - without mortgage	310 31%	331 33%
Owned with a mortgage or loan	324 32%	321 32%
NET: Renters	351 35%	339 34%
Rented from the council	111 11%	140 14%
Rented from a housing association	81 8%	62 6%
Rented from someone else	159 16%	136 14%
Rent free	17 2%	12 1%

**The Ashcroft National Poll**  
**CATI Fieldwork : 31st October - 2nd November 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
None	208 21%	210 21%
1	395 39%	421 42%
2	284 28%	281 28%
3+	115 11%	90 9%
Mean	1.43	1.34
Standard deviation	1.60	1.50
Standard error	0.05	0.05



**The Ashcroft National Poll**  
**CATI Fieldwork : 31st October - 2nd November 2014**

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Working	638 64%	561 56%
Working full time - working 30 hours per week or more	505 50%	441 44%
Working part time - working between 8 and 29 hours per week	133 13%	120 12%
NET: Not Working	364 36%	441 44%
Not working but seeking work or temporarily unemployed or sick	45 4%	56 6%
Not working and not seeking work/ student	50 5%	79 8%
Retired on a state pension only	110 11%	113 11%
Retired with a private pension	117 12%	132 13%
House person, housewife, househusband, etc.	42 4%	61 6%

**The Ashcroft National Poll**  
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Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
NET: AB	351 35%	268 27%
A	128 13%	101 10%
B	223 22%	167 17%
C1	225 22%	278 28%
C2	169 17%	218 22%
D	118 12%	103 10%
E	139 14%	135 13%
NET: DE	257 26%	238 24%

**The Ashcroft National Poll**  
**CATI Fieldwork : 31st October - 2nd November 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
18-24	84 8%	119 12%
25-34	157 16%	169 17%
35-44	171 17%	169 17%
45-54	207 21%	179 18%
55-64	166 17%	149 15%
65 or older	217 22%	218 22%
Average age	48.37	47.01

**The Ashcroft National Poll**  
**CATI Fieldwork : 31st October - 2nd November 2014**

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	509 51%	491 49%
Female	493 49%	511 51%

**The Ashcroft National Poll**  
**CATI Fieldwork : 31st October - 2nd November 2014**

Absolutes/col percents

Table 15  
**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	39 4%	40 4%
North West	118 12%	110 11%
Yorkshire & Humberside	88 9%	90 9%
West Midlands	84 8%	90 9%
East Midlands	68 7%	70 7%
Wales	52 5%	50 5%
Eastern	100 10%	100 10%
London	126 13%	130 13%
South East	145 14%	140 14%
South West	90 9%	90 9%

**The Ashcroft National Poll**  
**CATI Fieldwork : 31st October - 2nd November 2014**

Absolutes/col percents

Table 16

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

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Conservative	222 22%	219 22%
Labour	208 21%	183 18%
Liberal Democrat	115 11%	138 14%
Another party	64 6%	60 6%
Didn't vote	295 29%	310 31%
Refused	60 6%	56 6%
Don't know	38 4%	37 4%