

Ashcroft National Poll

CATI Fieldwork : 21st - 23rd 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	1004	520	484	89	155	170	207	165	218	385	206	172	241	266	264	240	142	92	857	
Weighted base	1004	493	511	119	169	169	176	150	221	271	280	218	235	273	265	234	145	87	866	
Absolutely certain to vote	(10)	568 57%	290 59%	278 54%	33 28%	71 42%	99 59%	107 61%	96 64%	162 73%	162 60%	172 61%	118 54%	117 50%	140 51%	144 54%	138 59%	78 54%	68 79%	474 55%
	(9)	51 5%	29 6%	22 4%	9 7%	13 7%	4 2%	8 4%	5 4%	13 6%	20 8%	18 6%	3 1%	10 4%	17 6%	18 7%	9 4%	5 4%	2 2%	45 5%
	(8)	67 7%	32 6%	35 7%	6 5%	19 11%	11 6%	10 6%	14 9%	8 4%	18 7%	22 8%	13 6%	14 6%	18 6%	17 7%	16 7%	10 7%	6 7%	58 7%
	(7)	55 5%	22 5%	32 6%	11 9%	13 8%	9 5%	10 6%	6 4%	6 3%	9 3%	18 6%	14 7%	13 6%	21 8%	10 4%	11 5%	10 7%	3 4%	48 6%
	(6)	19 2%	10 2%	9 2%	2 2%	3 2%	7 4%	2 1%	3 2%	2 1%	6 2%	7 3%	4 2%	2 1%	5 2%	9 3%	4 2%	2 2%	- -	17 2%
	(5)	78 8%	28 6%	50 10%	18 15%	11 7%	13 8%	14 8%	9 6%	12 5%	17 6%	7 2%	25 11%	29 12%	25 9%	18 7%	20 8%	11 8%	4 4%	69 8%
	(4)	24 2%	7 1%	17 3%	6 5%	7 4%	1 1%	2 1%	3 2%	5 2%	5 2%	4 1%	8 4%	7 3%	11 4%	7 3%	- -	4 3%	2 2%	22 3%
	(3)	20 2%	10 2%	10 2%	6 5%	8 5%	3 2%	2 1%	- -	1 1%	9 3%	6 2%	3 1%	3 1%	6 2%	5 2%	6 3%	4 2%	- -	18 2%
	(2)	12 1%	6 1%	6 1%	1 1%	5 3%	2 1%	2 1%	2 1%	- -	3 1%	4 1%	3 1%	2 1%	5 2%	2 1%	1 1%	3 2%	1 1%	11 1%
Definitely would not vote	(1)	108 11%	58 12%	50 10%	25 21%	19 11%	21 12%	20 11%	11 8%	12 5%	22 8%	22 8%	27 12%	37 16%	25 9%	34 13%	29 12%	18 13%	1 2%	103 12%
Refused		1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *
Mean		7.83	7.92	7.75	6.01	7.22	7.79	8.00	8.36	8.82	8.12	8.29	7.50	7.26	7.67	7.70	7.85	7.56	9.18	7.70
Standard deviation		3.12	3.17	3.07	3.45	3.23	3.19	3.12	2.77	2.45	2.94	2.83	3.25	3.40	3.06	3.24	3.20	3.28	1.92	3.20
Standard error		0.10	0.14	0.14	0.37	0.26	0.24	0.22	0.22	0.17	0.15	0.20	0.25	0.22	0.19	0.20	0.21	0.28	0.20	0.11

Ashcroft National Poll

CATI Fieldwork : 21st - 23rd 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

		Voting Intention					Swing Vote	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP		DK/Ref	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1004	183	267	45	141	153	423	209	236	128	435	318
Weighted base		1004	187	237	46	150	162	435	223	186	140	414	319
Absolutely certain to vote	(10)	568 57%	134 72%	144 61%	33 73%	96 64%	84 52%	213 49%	176 79%	137 74%	95 68%	320 77%	163 51%
	(9)	51 5%	8 4%	18 7%	6 14%	9 6%	5 3%	34 8%	10 5%	9 5%	11 8%	16 4%	30 9%
	(8)	67 7%	15 8%	27 11%	1 2%	8 5%	10 6%	41 9%	14 6%	13 7%	10 7%	25 6%	32 10%
	(7)	55 5%	11 6%	17 7%	1 3%	6 4%	12 7%	37 9%	9 4%	11 6%	5 4%	16 4%	27 8%
	(6)	19 2%	3 1%	6 3%	- -	2 2%	5 3%	14 3%	1 1%	2 1%	6 4%	5 1%	9 3%
	(5)	78 8%	10 5%	16 7%	4 8%	16 11%	27 17%	55 13%	5 2%	9 5%	11 8%	19 5%	32 10%
	(4)	24 2%	5 2%	1 *	- -	7 5%	9 6%	19 4%	4 2%	2 1%	- -	4 1%	11 4%
	(3)	20 2%	2 1%	8 4%	- -	2 1%	5 3%	19 4%	- -	* *	- -	1 *	14 4%
	(2)	12 1%	- -	2 1%	- -	5 3%	3 2%	4 1%	- -	- -	- -	7 2%	1 *
Definitely would not vote	(1)	108 11%	- -	- -	- -	- -	- -	3 2%	3 2%	1 1%	- -	- -	- -
Refused		1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Mean		7.83	9.09	8.73	9.33	8.52	7.94	8.09	9.32	9.14	9.01	9.22	8.30
Standard deviation		3.12	1.72	1.98	1.43	2.36	2.51	2.34	1.67	1.79	1.78	1.73	2.23
Standard error		0.10	0.13	0.12	0.21	0.20	0.11	0.12	0.12	0.12	0.16	0.08	0.12

Ashcroft National Poll

CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 2

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

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1004	520	484	89	155	170	207	165	218	385	206	172	241	266	264	240	142	92	857
Weighted base	1004	493	511	119	169	169	176	150	221	271	280	218	235	273	265	234	145	87	866
Conservative	187 19%	96 20%	90 18%	7 5%	25 15%	30 18%	29 16%	33 22%	63 29%	57 21%	48 17%	40 18%	42 18%	59 21%	54 21%	36 15%	28 19%	10 12%	167 19%
Labour	237 24%	104 21%	134 26%	33 27%	41 24%	43 25%	42 24%	33 22%	45 20%	72 27%	68 24%	44 20%	53 23%	70 26%	57 21%	73 31%	24 17%	13 15%	213 25%
Liberal Democrat	46 5%	20 4%	26 5%	4 3%	8 5%	7 4%	7 4%	8 5%	13 6%	18 7%	18 6%	2 1%	8 3%	18 7%	11 4%	2 1%	10 7%	5 6%	37 4%
SNP	35 3%	18 4%	17 3%	6 5%	11 6%	4 3%	8 5%	1 1%	4 2%	6 2%	15 5%	5 2%	8 4%	-	-	-	-	35 40%	-
Plaid Cymru	8 1%	6 1%	3 1%	-	1 1%	-	4 2%	2 1%	1 *	2 1%	3 1%	-	3 1%	-	-	-	8 6%	-	-
The UK Independence Party	150 15%	92 19%	57 11%	10 9%	16 10%	26 16%	27 16%	35 24%	34 15%	28 10%	37 13%	51 23%	33 14%	40 15%	45 17%	40 17%	24 16%	1 1%	142 16%
The Green Party	50 5%	23 5%	27 5%	7 6%	13 8%	12 7%	6 3%	5 3%	8 3%	22 8%	13 5%	7 3%	8 3%	13 5%	14 5%	14 6%	8 5%	1 1%	47 5%
The British National Party	5 *	3 1%	2 *	2 1%	2 1%	-	-	1 1%	-	-	2 1%	1 *	2 1%	1 1%	-	1 *	-	2 3%	2 *
Another party	17 2%	8 2%	9 2%	1 1%	5 3%	1 *	4 2%	2 1%	4 2%	4 1%	8 3%	2 1%	3 1%	5 2%	5 2%	4 2%	2 1%	1 1%	16 2%
Would not vote	108 11%	58 12%	50 10%	25 21%	19 11%	21 12%	20 11%	11 8%	12 5%	22 8%	22 8%	27 12%	37 16%	25 9%	34 13%	29 12%	18 13%	1 2%	103 12%
Refused	46 5%	19 4%	27 5%	4 3%	5 3%	9 5%	12 7%	5 3%	13 6%	13 5%	13 5%	12 5%	9 4%	7 3%	16 6%	10 4%	8 5%	6 6%	41 5%
Don't know	116 12%	46 9%	69 14%	21 18%	22 13%	18 11%	16 9%	13 9%	25 11%	26 10%	33 12%	27 13%	29 12%	36 13%	29 11%	25 11%	15 10%	11 13%	99 11%

Ashcroft National Poll

CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 2

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

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	183	267	45	141	153	423	209	236	128	435	318
Weighted base	1004	187	237	46	150	162	435	223	186	140	414	319
Conservative	187 19%	187 100%	-	-	-	-	76 17%	135 60%	6 3%	12 9%	111 27%	76 24%
Labour	237 24%	-	237 100%	-	-	-	93 21%	9 4%	126 68%	31 22%	144 35%	93 29%
Liberal Democrat	46 5%	-	-	46 100%	-	-	26 6%	1 1%	2 1%	30 21%	20 5%	26 8%
SNP	35 3%	-	-	-	-	-	8 2%	1 *	7 4%	3 2%	27 6%	8 2%
Plaid Cymru	8 1%	-	-	-	-	-	3 1%	2 1%	-	-	5 1%	3 1%
The UK Independence Party	150 15%	-	-	-	150 100%	-	66 15%	39 17%	22 12%	22 15%	83 20%	66 21%
The Green Party	50 5%	-	-	-	-	-	30 7%	2 1%	5 3%	21 15%	20 5%	30 9%
The British National Party	5 *	-	-	-	-	-	2 1%	-	-	-	2 1%	2 1%
Another party	17 2%	-	-	-	-	-	16 4%	5 2%	-	2 1%	1 *	16 5%
Would not vote	108 11%	-	-	-	-	-	-	3 2%	3 2%	1 1%	-	-
Refused	46 5%	-	-	-	-	46 29%	-	4 2%	3 2%	1 1%	-	-
Don't know	116 12%	-	-	-	-	116 71%	116 27%	22 10%	12 6%	19 14%	-	-

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 3

Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.

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

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

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

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	557	302	255	33	72	93	117	100	141	228	121	84	123	144	139	136	75	63	463
Weighted base	537	276	261	42	78	89	95	93	140	157	163	105	113	142	137	126	75	57	450
Conservative	143 27%	75 27%	68 26%	4 9%	17 22%	25 28%	21 22%	25 27%	50 36%	44 28%	38 24%	32 30%	30 26%	45 32%	40 30%	28 22%	21 28%	9 16%	127 28%
Labour	171 32%	75 27%	96 37%	19 46%	25 32%	32 36%	31 32%	25 27%	38 27%	51 33%	50 31%	30 29%	39 35%	50 35%	40 29%	53 42%	16 22%	12 21%	151 34%
Liberal Democrat	37 7%	17 6%	20 8%	1 3%	6 8%	6 7%	6 7%	6 7%	11 8%	15 9%	15 9%	2 2%	5 5%	13 9%	9 7%	1 1%	9 12%	5 8%	29 6%
SNP	28 5%	13 5%	15 6%	4 9%	9 12%	3 3%	7 8%	1 1%	4 3%	5 3%	13 8%	3 3%	7 7%	- -	- -	- -	- -	28 49%	- -
Plaid Cymru	5 1%	4 2%	1 *	- -	1 1%	- -	3 3%	2 2%	* *	2 1%	3 2%	- -	1 1%	- -	- -	- -	5 7%	- -	- -
The UK Independence Party	103 19%	68 25%	35 14%	6 15%	7 8%	16 18%	20 21%	28 30%	27 19%	20 13%	28 17%	31 30%	24 22%	22 15%	32 24%	31 24%	17 23%	1 2%	97 22%
The Green Party	37 7%	19 7%	18 7%	6 14%	9 12%	7 8%	4 4%	3 4%	7 5%	17 11%	10 6%	5 5%	4 3%	10 7%	10 7%	10 8%	6 8%	1 2%	35 8%
The British National Party	3 *	1 *	2 1%	1 2%	1 1%	- -	- -	1 1%	- -	- -	1 1%	1 1%	1 1%	* *	- -	1 1%	- -	2 3%	1 *
Another party	10 2%	4 1%	6 2%	1 2%	3 4%	* *	2 3%	1 1%	3 2%	3 2%	5 3%	1 1%	2 2%	2 2%	5 4%	2 2%	1 1%	* *	10 2%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 3

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

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

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

	Voting Intention						Swing Vote	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	557	138	196	36	100	-	212	151	172	85	345	212
Weighted base	537	143	171	37	103	-	209	161	134	91	327	209
Conservative	143	143	-	-	-	-	52	112	4	9	91	52
	27%	100%	-	-	-	-	25%	70%	3%	10%	28%	25%
Labour	171	-	171	-	-	-	60	6	103	21	111	60
	32%	-	100%	-	-	-	29%	4%	77%	23%	34%	29%
Liberal Democrat	37	-	-	37	-	-	20	1	1	26	17	20
	7%	-	-	100%	-	-	9%	1%	*	28%	5%	9%
SNP	28	-	-	-	-	-	5	1	6	2	23	5
	5%	-	-	-	-	-	2%	*	4%	3%	7%	2%
Plaid Cymru	5	-	-	-	-	-	2	2	-	-	3	2
	1%	-	-	-	-	-	1%	1%	-	-	1%	1%
The UK Independence Party	103	-	-	-	103	-	40	34	16	14	64	40
	19%	-	-	-	100%	-	19%	21%	12%	15%	20%	19%
The Green Party	37	-	-	-	-	-	20	2	4	17	16	20
	7%	-	-	-	-	-	10%	1%	3%	19%	5%	10%
The British National Party	3	-	-	-	-	-	2	-	-	-	1	2
	*	-	-	-	-	-	1%	-	-	-	*	1%
Another party	10	-	-	-	-	-	10	4	-	1	1	10
	2%	-	-	-	-	-	5%	3%	-	1%	*	5%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	27%
Labour	32%
Liberal Democrat/ Liberal	7%
Scottish National Party/SNP	5%
Plaid Cymru	1%
The UK Independence Party	18%
The Green Party	7%
Other	2%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 5

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

Base: All naming a party they would vote for tomorrow

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	753	400	353	55	114	125	155	130	174	303	157	121	172	205	188	181	105	74	634
Weighted base	734	369	365	69	122	122	128	120	172	210	212	152	160	205	186	170	104	69	624
Will definitely vote that way	414	219	195	31	60	65	66	71	121	106	116	87	105	102	100	113	56	44	345
	56%	59%	53%	45%	49%	53%	52%	59%	71%	51%	55%	57%	66%	49%	54%	67%	54%	64%	55%
Might end up voting differently	319	150	170	38	62	57	62	50	51	103	96	65	55	104	86	57	48	25	278
	44%	41%	47%	55%	51%	47%	48%	41%	29%	49%	45%	43%	34%	51%	46%	33%	46%	36%	45%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 5

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

Base: All naming a party they would vote for tomorrow

	Voting Intention						Swing Vote	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	753	183	267	45	141	-	318	184	214	108	435	318
Weighted base	734	187	237	46	150	-	319	194	168	119	414	319
Will definitely vote that way	414 56%	111 59%	144 61%	20 43%	83 56%	-	-	108 56%	117 70%	51 43%	414 100%	-
Might end up voting differently	319 44%	76 41%	93 39%	26 57%	66 44%	-	319 100%	86 44%	51 30%	68 57%	-	319 100%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 6

Q5. Regardless of what you would like to happen, which of the following do you think is the most likely outcome of the general election next May?

Base: All respondents (Sample Split A)

	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	504	244	260	35	86	82	117	77	107	201	103	79	121	134	141	122	62	45	437
Weighted base	507	231	275	50	92	83	97	75	109	145	144	97	120	142	142	120	62	40	448
A Conservative government	136 27%	66 28%	70 25%	10 20%	25 28%	27 33%	26 26%	15 20%	33 30%	37 26%	43 30%	27 27%	29 24%	44 31%	37 26%	36 30%	12 19%	7 18%	125 28%
A coalition between the Conservatives and the Liberal Democrats	67 13%	40 17%	28 10%	4 8%	11 12%	6 7%	16 16%	12 16%	18 17%	25 17%	17 12%	12 12%	14 12%	18 13%	19 14%	12 10%	9 14%	9 23%	56 13%
A coalition between Labour and the Liberal Democrats	65 13%	34 14%	31 11%	2 5%	9 9%	12 14%	15 15%	15 21%	12 11%	25 17%	17 12%	10 10%	13 11%	18 13%	18 12%	16 13%	9 14%	5 11%	57 13%
A Labour government	130 26%	48 21%	83 30%	16 33%	34 37%	20 24%	22 22%	17 23%	21 19%	30 20%	36 25%	26 26%	39 32%	31 22%	37 26%	36 30%	18 28%	10 25%	115 26%
Don't know	108 21%	45 19%	63 23%	17 35%	13 14%	19 23%	19 20%	15 20%	25 23%	29 20%	31 21%	23 24%	25 21%	32 22%	32 22%	21 17%	15 24%	9 22%	96 21%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 6

Q5. Regardless of what you would like to happen, which of the following do you think is the most likely outcome of the general election next May?

Base: All respondents (Sample Split A)

	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	504	92	140	28	71	74	221	97	116	76	216	171
Weighted base	507	95	128	27	75	79	224	106	92	81	210	168
A Conservative government	136 27%	46 49%	21 16%	5 20%	24 32%	16 20%	51 23%	48 45%	15 16%	19 23%	69 33%	40 24%
A coalition between the Conservatives and the Liberal Democrats	67 13%	20 21%	9 7%	4 15%	15 20%	8 10%	35 15%	23 22%	8 9%	14 17%	24 11%	29 17%
A coalition between Labour and the Liberal Democrats	65 13%	5 6%	24 19%	8 30%	9 11%	3 4%	33 15%	7 7%	13 14%	23 28%	28 14%	31 18%
A Labour government	130 26%	9 9%	65 51%	5 20%	12 16%	13 17%	54 24%	7 6%	45 48%	11 14%	60 29%	46 27%
Don't know	108 21%	14 15%	9 7%	4 16%	16 21%	39 49%	52 23%	21 20%	11 12%	14 17%	29 14%	23 14%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 7

Q6. Regardless of what you would like to happen, who do you think is the most likely to be Prime Minister after the general election next May?

Base: All respondents (Sample Split B)

	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	500	276	224	54	69	88	90	88	111	184	103	93	120	132	123	118	80	47	420
Weighted base	497	262	236	69	77	86	79	75	112	127	136	121	114	131	122	114	83	47	418
David Cameron	292 59%	161 62%	131 56%	43 61%	44 57%	51 60%	42 53%	46 61%	67 60%	80 63%	92 68%	63 52%	57 50%	88 67%	75 61%	55 48%	52 63%	22 46%	254 61%
Ed Miliband	116 23%	63 24%	54 23%	14 20%	19 24%	23 27%	19 24%	15 20%	27 24%	24 19%	29 22%	33 28%	30 26%	27 21%	32 26%	30 26%	14 17%	13 28%	94 23%
Neither	32 6%	15 6%	17 7%	3 4%	6 8%	4 5%	11 14%	4 6%	4 4%	11 9%	6 5%	7 6%	7 6%	4 3%	9 7%	10 9%	5 6%	5 10%	24 6%
Don't know	57 11%	23 9%	34 15%	10 15%	9 11%	7 9%	7 9%	10 13%	13 12%	11 9%	8 6%	18 15%	20 18%	12 9%	7 6%	19 16%	11 13%	8 16%	45 11%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 7

Q6. Regardless of what you would like to happen, who do you think is the most likely to be Prime Minister after the general election next May?

Base: All respondents (Sample Split B)

	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	500	91	127	17	70	79	202	112	120	52	219	147
Weighted base	497	92	110	19	75	83	211	117	94	59	204	151
David Cameron	292 59%	81 88%	47 43%	10 56%	41 55%	52 63%	143 68%	99 84%	42 45%	39 66%	112 55%	101 67%
Ed Miliband	116 23%	4 4%	49 44%	6 31%	19 25%	12 14%	46 22%	11 9%	40 43%	14 24%	58 29%	37 25%
Neither	32 6%	2 2%	4 3%	2 10%	9 11%	12 15%	11 5%	3 3%	3 3%	4 7%	13 7%	5 3%
Don't know	57 11%	5 6%	11 10%	1 4%	7 9%	7 8%	10 5%	4 4%	8 9%	2 4%	20 10%	8 5%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd 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	1004	1004
Weighted base	1004	1004
Yes	629 63%	612 61%
No	375 37%	392 39%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Owners	667 66%	652 65%
Owned outright - without mortgage	321 32%	331 33%
Owned with a mortgage or loan	346 34%	321 32%
NET: Renters	316 31%	334 33%
Rented from the council	90 9%	141 14%
Rented from a housing association	72 7%	60 6%
Rented from someone else	154 15%	133 13%
Rent free	21 2%	18 2%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd 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	1004	1004
Weighted base	1004	1004
None	231 23%	211 21%
1	405 40%	422 42%
2	271 27%	281 28%
3+	97 10%	90 9%
Mean	1.30	1.31
Standard deviation	1.12	1.09
Standard error	0.04	0.03

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 11
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Working	595 59%	562 56%
Working full time - working 30 hours per week or more	465 46%	442 44%
Working part time - working between 8 and 29 hours per week	130 13%	120 12%
NET: Not Working	409 41%	442 44%
Not working but seeking work or temporarily unemployed or sick	64 6%	71 7%
Not working and not seeking work/ student	54 5%	72 7%
Retired on a state pension only	100 10%	98 10%
Retired with a private pension	156 16%	161 16%
House person, housewife, househusband, etc.	35 3%	41 4%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 12

SEG**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: AB	385 38%	268 27%
A	129 13%	90 9%
B	256 25%	179 18%
C1	206 21%	278 28%
C2	172 17%	219 22%
D	107 11%	101 10%
E	134 13%	137 14%
NET: DE	241 24%	239 24%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 13

Age**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
18-24	89 9%	119 12%
25-34	155 15%	169 17%
35-44	170 17%	169 17%
45-54	207 21%	179 18%
55-64	165 16%	149 15%
65 or older	218 22%	219 22%
Average age	48.29	47.02

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Male	520 52%	492 49%
Female	484 48%	512 51%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd November 2014

Absolutes/col percents

Table 15
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Scotland	92 9%	90 9%
North East	43 4%	40 4%
North West	109 11%	110 11%
Yorkshire & Humberside	88 9%	90 9%
West Midlands	92 9%	90 9%
East Midlands	68 7%	70 7%
Wales	55 5%	50 5%
Eastern	104 10%	100 10%
London	127 13%	131 13%
South East	139 14%	141 14%
South West	87 9%	90 9%

Ashcroft National Poll
CATI Fieldwork : 21st - 23rd 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	1004	1004
Weighted base	1004	1004
Conservative	209 21%	223 22%
Labour	236 24%	186 19%
Liberal Democrat	128 13%	140 14%
Another party	65 6%	61 6%
Didn't vote	291 29%	318 32%
Refused	32 3%	31 3%
Don't know	43 4%	45 4%