

## Ashcroft National Poll

### CATI Fieldwork : 28th - 30th 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	1003	494	509	88	153	164	206	183	209	382	203	173	245	262	267	241	141	92	865	
Weighted base	1003	497	506	117	169	172	176	149	220	281	274	219	229	277	268	232	142	84	872	
Absolutely certain to vote	(10)	563 56%	281 56%	282 56%	44 37%	62 37%	92 53%	107 61%	99 67%	159 72%	186 66%	153 56%	105 48%	119 52%	133 48%	161 60%	127 55%	83 58%	60 72%	477 55%
	(9)	48 5%	26 5%	22 4%	4 3%	8 5%	11 7%	8 5%	9 6%	8 3%	16 6%	10 4%	11 5%	11 5%	14 5%	11 4%	12 5%	4 3%	7 8%	41 5%
	(8)	81 8%	43 9%	38 8%	10 8%	28 16%	14 8%	11 6%	9 6%	11 5%	27 10%	24 9%	18 8%	12 5%	27 10%	20 8%	13 6%	16 11%	5 5%	71 8%
	(7)	36 4%	21 4%	14 3%	8 7%	6 3%	9 5%	4 2%	3 2%	7 3%	7 3%	11 4%	7 3%	11 5%	11 4%	13 5%	7 3%	5 4%	-	35 4%
	(6)	27 3%	9 2%	18 3%	6 5%	14 8%	3 2%	1 1%	2 1%	1 1%	6 2%	8 3%	7 3%	5 2%	7 3%	7 3%	7 3%	3 2%	2 3%	21 2%
	(5)	73 7%	34 7%	39 8%	13 11%	12 7%	13 8%	17 10%	8 5%	10 5%	13 5%	22 8%	24 11%	14 6%	23 8%	10 4%	23 10%	13 9%	4 5%	64 7%
	(4)	14 1%	4 1%	9 2%	2 1%	2 1%	2 1%	2 1%	2 1%	3 1%	2 1%	2 1%	2 1%	7 3%	5 2%	5 2%	1 1%	2 1%	1 1%	13 1%
	(3)	18 2%	10 2%	8 2%	1 1%	5 3%	3 2%	4 2%	1 1%	4 2%	3 1%	6 2%	2 1%	7 3%	6 2%	6 2%	4 2%	2 2%	-	16 2%
	(2)	21 2%	8 2%	13 3%	8 7%	6 3%	3 2%	1 1%	1 1%	2 1%	3 1%	9 3%	8 3%	2 1%	7 3%	6 2%	3 1%	5 4%	-	19 2%
Definitely would not vote	(1)	119 12%	57 11%	62 12%	23 19%	27 16%	21 12%	20 12%	14 9%	14 6%	17 6%	29 11%	34 15%	39 17%	43 15%	29 11%	35 15%	7 5%	5 6%	112 13%
Refused		1 *	1 *	-	-	-	-	-	1 1%	-	-	-	-	1 *	1 *	-	-	-	-	1 *
Don't know		3 *	2 *	1 *	-	-	1 1%	-	-	2 1%	1 *	1 *	1 *	-	1 *	1 *	-	1 1%	-	3 *
Mean		7.76	7.86	7.67	6.42	6.84	7.72	7.92	8.39	8.67	8.61	7.73	7.21	7.28	7.25	7.95	7.51	8.13	8.88	7.65
Standard deviation		3.21	3.16	3.27	3.58	3.36	3.22	3.19	2.92	2.66	2.56	3.20	3.43	3.52	3.42	3.15	3.38	2.81	2.40	3.27
Standard error		0.10	0.14	0.14	0.38	0.27	0.25	0.22	0.22	0.18	0.13	0.22	0.26	0.23	0.21	0.19	0.22	0.24	0.25	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	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1003	174	266	44	120	169	427	180	229	106	402	322
Weighted base		1003	196	234	47	118	173	429	203	169	128	391	321
Absolutely certain to vote	(10)	563	141	150	32	78	91	229	167	128	86	291	180
		56%	72%	64%	66%	66%	53%	53%	83%	76%	67%	75%	56%
	(9)	48	10	7	1	8	15	28	6	7	10	13	20
		5%	5%	3%	2%	6%	9%	6%	3%	4%	8%	3%	6%
	(8)	81	13	24	8	8	15	50	18	11	15	27	40
		8%	7%	10%	16%	6%	9%	12%	9%	6%	12%	7%	12%
	(7)	36	12	14	1	5	-	19	2	4	2	17	19
		4%	6%	6%	2%	4%	-	4%	1%	2%	2%	4%	6%
	(6)	27	7	10	3	3	2	14	1	3	2	12	13
		3%	4%	4%	5%	3%	1%	3%	*	2%	2%	3%	4%
	(5)	73	7	13	-	7	32	54	4	8	5	16	25
		7%	4%	6%	-	6%	18%	13%	2%	5%	4%	4%	8%
	(4)	14	2	4	1	3	1	10	2	2	2	3	9
		1%	1%	2%	3%	2%	1%	2%	1%	1%	2%	1%	3%
	(3)	18	2	4	-	6	6	9	1	*	2	7	5
		2%	1%	2%	-	5%	3%	2%	1%	*	2%	2%	2%
	(2)	21	1	8	2	2	7	13	-	4	-	4	10
		2%	*	4%	5%	2%	4%	3%	-	2%	-	1%	3%
Definitely would not vote	(1)	119	-	-	-	-	-	-	2	2	3	-	-
		12%	-	-	-	-	-	-	1%	1%	2%	-	-
Refused		1	-	-	-	-	1	-	-	-	-	-	-
		*	-	-	-	-	*	-	-	-	-	-	-
Don't know		3	-	-	-	-	3	3	-	-	-	-	-
		*	-	-	-	-	2%	1%	-	-	-	-	-
Mean		7.76	9.11	8.63	8.81	8.68	8.13	8.26	9.46	9.07	8.96	9.11	8.44
Standard deviation		3.21	1.68	2.23	2.15	2.27	2.55	2.35	1.51	2.03	2.02	1.81	2.24
Standard error		0.10	0.13	0.14	0.32	0.21	0.20	0.11	0.11	0.13	0.20	0.09	0.12

## Ashcroft National Poll

### CATI Fieldwork : 28th - 30th 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	1003	494	509	88	153	164	206	183	209	382	203	173	245	262	267	241	141	92	865
Weighted base	1003	497	506	117	169	172	176	149	220	281	274	219	229	277	268	232	142	84	872
Conservative	196 20%	105 21%	91 18%	17 14%	29 17%	30 17%	31 18%	30 20%	59 27%	75 27%	40 15%	48 22%	33 15%	69 25%	59 22%	29 13%	31 22%	7 9%	184 21%
Labour	234 23%	103 21%	130 26%	40 34%	50 30%	34 20%	37 21%	33 22%	39 18%	68 24%	66 24%	47 22%	53 23%	66 24%	53 20%	67 29%	31 22%	16 20%	204 23%
Liberal Democrat	47 5%	20 4%	28 5%	8 7%	7 4%	6 4%	10 5%	8 6%	9 4%	22 8%	12 4%	5 2%	9 4%	19 7%	10 4%	6 2%	10 7%	3 4%	41 5%
SNP	34 3%	18 4%	16 3%	1 1%	4 2%	11 6%	11 6%	2 2%	5 2%	5 2%	15 5%	5 2%	9 4%	-	-	-	-	34 40%	-
Plaid Cymru	6 1%	5 1%	2 *	-	-	2 1%	3 2%	-	2 1%	1 *	2 1%	2 1%	1 *	-	-	-	6 5%	-	-
The UK Independence Party	118 12%	71 14%	48 9%	3 3%	14 8%	16 9%	27 15%	24 16%	34 15%	27 10%	30 11%	28 13%	34 15%	23 8%	39 14%	40 17%	15 11%	2 2%	111 13%
The Green Party	52 5%	29 6%	22 4%	10 8%	13 8%	13 8%	5 3%	6 4%	6 3%	19 7%	20 7%	7 3%	6 3%	15 5%	10 4%	18 8%	6 4%	2 3%	48 6%
The British National Party	3 *	3 1%	-	2 2%	2 1%	-	-	-	-	-	2 1%	2 1%	-	-	-	-	2 1%	2 2%	2 *
Another party	21 2%	12 2%	9 2%	-	7 4%	4 3%	3 2%	1 1%	4 2%	6 2%	6 2%	3 1%	6 3%	3 1%	8 3%	3 1%	2 2%	4 5%	17 2%
Would not vote	119 12%	57 11%	62 12%	23 19%	27 16%	21 12%	20 12%	14 9%	14 6%	17 6%	29 11%	34 15%	39 17%	43 15%	29 11%	35 15%	7 5%	5 6%	112 13%
Refused	64 6%	37 7%	27 5%	1 1%	3 2%	12 7%	11 6%	17 11%	21 9%	15 5%	24 9%	13 6%	13 6%	19 7%	21 8%	11 5%	6 4%	7 8%	57 7%
Don't know	108 11%	37 7%	72 14%	13 11%	15 9%	22 13%	18 10%	14 9%	27 12%	27 10%	30 11%	26 12%	25 11%	20 7%	39 15%	22 10%	25 18%	2 2%	97 11%

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**Q.2 If there was a general election tomorrow, which party would you vote for?**  
**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	174	266	44	120	169	427	180	229	106	402	322
Weighted base	1003	196	234	47	118	173	429	203	169	128	391	321
Conservative	196 20%	196 100%	-	-	-	-	80 19%	128 63%	4 2%	11 8%	116 30%	80 25%
Labour	234 23%	-	234 100%	-	-	-	88 21%	5 2%	123 73%	26 20%	146 37%	88 27%
Liberal Democrat	47 5%	-	-	47 100%	-	-	34 8%	4 2%	1 1%	27 21%	13 3%	34 11%
SNP	34 3%	-	-	-	-	-	13 3%	-	5 3%	3 2%	21 5%	13 4%
Plaid Cymru	6 1%	-	-	-	-	-	3 1%	-	1 *	2 1%	3 1%	3 1%
The UK Independence Party	118 12%	-	-	-	118 100%	-	46 11%	37 18%	10 6%	13 10%	72 18%	46 14%
The Green Party	52 5%	-	-	-	-	-	37 9%	1 1%	5 3%	18 14%	15 4%	37 12%
The British National Party	3 *	-	-	-	-	-	2 *	-	-	-	2 *	2 *
Another party	21 2%	-	-	-	-	-	18 4%	1 *	4 2%	6 5%	3 1%	18 6%
Would not vote	119 12%	-	-	-	-	-	-	2 1%	2 1%	3 2%	-	-
Refused	64 6%	-	-	-	-	64 37%	-	6 3%	5 3%	-	-	-
Don't know	108 11%	-	-	-	-	108 63%	108 25%	18 9%	9 6%	20 16%	-	-

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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	537	272	265	37	75	85	114	101	125	232	104	81	121	138	132	132	74	62	452
Weighted base	520	267	253	49	80	87	95	80	129	175	135	99	111	137	135	119	73	56	441
Conservative	151 29%	80 30%	71 28%	12 25%	18 22%	24 27%	25 26%	24 30%	48 37%	61 35%	29 22%	33 34%	26 24%	53 39%	47 35%	21 18%	25 34%	5 9%	143 32%
Labour	165 32%	71 27%	94 37%	24 50%	31 40%	25 28%	27 29%	26 32%	32 25%	51 29%	47 35%	30 30%	37 33%	44 32%	37 27%	51 43%	20 27%	14 25%	143 32%
Liberal Democrat	35 7%	14 5%	21 8%	3 6%	6 8%	5 6%	8 8%	7 8%	6 5%	18 10%	7 5%	4 4%	7 6%	15 11%	8 6%	5 4%	5 7%	3 5%	31 7%
SNP	27 5%	15 6%	12 5%	1 2%	3 4%	10 11%	8 8%	2 3%	3 3%	4 3%	11 8%	4 4%	8 7%	- -	- -	- -	- -	27 49%	- -
Plaid Cymru	4 1%	2 1%	2 1%	- -	- -	* *	2 2%	- -	2 1%	1 *	2 1%	1 1%	1 1%	- -	- -	- -	4 6%	- -	- -
The UK Independence Party	85 16%	52 19%	33 13%	1 3%	7 9%	11 13%	20 21%	17 21%	29 22%	19 11%	22 16%	19 19%	25 22%	14 10%	31 23%	28 23%	11 15%	1 3%	79 18%
The Green Party	35 7%	20 8%	15 6%	5 11%	9 11%	10 11%	3 3%	4 5%	5 4%	15 8%	12 9%	6 6%	4 3%	11 8%	7 5%	12 10%	4 6%	2 3%	32 7%
The British National Party	3 1%	3 1%	- -	2 3%	1 1%	- -	- -	- -	- -	- -	1 1%	2 2%	- -	- -	- -	- -	2 2%	1 2%	2 *
Another party	14 3%	9 3%	5 2%	- -	5 6%	3 3%	2 3%	1 1%	3 3%	4 2%	4 3%	2 2%	4 3%	1 1%	5 4%	3 2%	2 2%	3 6%	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 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	537	133	196	34	86	-	219	135	164	69	318	219
Weighted base	520	151	165	35	85	-	218	149	120	81	302	218
Conservative	151	151	-	-	-	-	57	108	3	9	93	57
	29%	100%	-	-	-	-	26%	72%	2%	11%	31%	26%
Labour	165	-	165	-	-	-	57	4	99	17	109	57
	32%	-	100%	-	-	-	26%	3%	82%	20%	36%	26%
Liberal Democrat	35	-	-	35	-	-	25	3	1	22	10	25
	7%	-	-	100%	-	-	12%	2%	1%	27%	3%	12%
SNP	27	-	-	-	-	-	9	-	3	3	19	9
	5%	-	-	-	-	-	4%	-	3%	3%	6%	4%
Plaid Cymru	4	-	-	-	-	-	2	-	1	1	2	2
	1%	-	-	-	-	-	1%	-	*	1%	1%	1%
The UK Independence Party	85	-	-	-	85	-	30	32	8	10	55	30
	16%	-	-	-	100%	-	14%	21%	7%	12%	18%	14%
The Green Party	35	-	-	-	-	-	25	1	3	14	10	25
	7%	-	-	-	-	-	12%	1%	2%	18%	3%	12%
The British National Party	3	-	-	-	-	-	1	-	-	-	2	1
	1%	-	-	-	-	-	*	-	-	-	1%	*
Another party	14	-	-	-	-	-	12	1	2	5	2	12
	3%	-	-	-	-	-	6%	1%	2%	6%	1%	6%

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Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	30%
Labour	32%
Liberal Democrat/ Liberal	7%
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	724	366	358	58	116	112	152	132	154	299	145	117	163	191	177	177	103	76	614
Weighted base	711	366	345	80	125	117	127	105	158	222	191	147	151	195	179	164	103	70	606
Will definitely vote that way	391 55%	212 58%	179 52%	37 47%	57 46%	49 42%	70 55%	66 63%	113 71%	110 49%	96 50%	86 59%	99 65%	100 51%	109 61%	89 54%	55 53%	38 54%	337 56%
Might end up voting differently	321 45%	154 42%	167 48%	43 53%	68 54%	68 58%	57 45%	39 37%	46 29%	113 51%	96 50%	60 41%	52 35%	95 49%	70 39%	75 46%	48 47%	32 46%	270 44%



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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 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	724	174	266	44	120	-	322	158	205	88	402	322
Weighted base	711	196	234	47	118	-	321	176	152	105	391	321
Will definitely vote that way	391	116	146	13	72	-	-	109	100	46	391	-
	55%	59%	62%	28%	61%	-	-	62%	66%	44%	100%	-
Might end up voting differently	321	80	88	34	46	-	321	67	52	59	-	321
	45%	41%	38%	72%	39%	-	100%	38%	34%	56%	-	100%

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Table 6

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-Summary****Base: All respondents**

		Q5. Summary							
		The Liberal Democrats	The Green Party	The UK Independence Party (UKIP)	The Scottish National Party (SNP)	Plaid Cymru, the National Party of Wales	Sinn Fein	The Democratic Unionist Party (DUP - from Northern Ireland)	The Social Democratic and Labour Party (SDLP - from Northern Ireland)
	Unweighted base	1003	1003	1003	1003	1003	1003	1003	1003
	Weighted base	1003	1003	1003	1003	1003	1003	1003	1003
	NET: Happy	478 48%	518 52%	399 40%	321 32%	367 37%	146 15%	240 24%	290 29%
	Very happy (4)	84 8%	142 14%	147 15%	86 9%	59 6%	25 3%	27 3%	42 4%
	Fairly happy (3)	394 39%	375 37%	251 25%	235 23%	308 31%	121 12%	214 21%	248 25%
	Fairly unhappy (2)	222 22%	237 24%	185 18%	284 28%	266 27%	249 25%	303 30%	310 31%
	Very unhappy (1)	258 26%	187 19%	365 36%	318 32%	237 24%	482 48%	313 31%	288 29%
	NET: Unhappy	480 48%	424 42%	550 55%	602 60%	504 50%	731 73%	617 61%	598 60%
	Don't know	45 4%	61 6%	54 5%	80 8%	133 13%	126 13%	146 15%	115 11%
	Mean	2.32	2.50	2.19	2.10	2.22	1.65	1.95	2.05
	Standard deviation	0.96	0.97	1.11	0.98	0.92	0.82	0.86	0.89
	Standard error	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.03

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Absolutes/col percents

Table 7

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The Liberal Democrats**

**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	494	509	88	153	164	206	183	209	382	203	173	245	262	267	241	141	92	865	
Weighted base	1003	497	506	117	169	172	176	149	220	281	274	219	229	277	268	232	142	84	872	
NET: Happy	478 48%	239 48%	239 47%	74 63%	87 51%	104 61%	80 45%	58 39%	76 34%	145 52%	142 52%	99 45%	92 40%	141 51%	118 44%	98 42%	88 62%	34 41%	419 48%	
Very happy	(4) 8%	84 9%	44 8%	17 14%	16 9%	17 10%	11 6%	13 9%	10 5%	22 8%	26 10%	17 8%	18 8%	27 10%	28 10%	15 7%	11 8%	3 3%	76 9%	
Fairly happy	(3) 39%	394 39%	195 39%	199 39%	57 48%	72 42%	87 50%	69 39%	45 30%	65 30%	123 44%	115 42%	81 37%	74 32%	114 41%	90 34%	83 36%	76 54%	31 37%	344 39%
Fairly unhappy	(2) 22%	222 21%	104 23%	118 10%	44 26%	24 14%	41 23%	37 25%	63 29%	63 22%	51 19%	57 26%	52 23%	57 20%	65 24%	51 22%	28 19%	22 26%	185 21%	
Very unhappy	(1) 26%	258 28%	140 23%	118 15%	31 18%	40 23%	48 27%	45 30%	76 35%	64 23%	71 26%	50 23%	72 32%	64 23%	70 26%	73 31%	24 17%	26 31%	227 26%	
NET: Unhappy	480 48%	244 49%	236 47%	30 25%	76 45%	64 37%	89 50%	82 55%	140 64%	126 45%	123 45%	107 49%	124 54%	121 44%	135 50%	124 53%	52 37%	48 57%	412 47%	
Don't know	45 4%	13 3%	32 6%	14 12%	6 4%	4 2%	8 4%	9 6%	4 2%	9 3%	10 4%	14 6%	12 5%	15 5%	15 6%	10 5%	2 2%	2 2%	41 5%	
Mean	2.32	2.30	2.34	2.70	2.44	2.48	2.25	2.19	2.04	2.38	2.37	2.32	2.18	2.39	2.30	2.18	2.54	2.14	2.32	
Standard deviation	0.96	0.99	0.94	0.94	0.91	0.97	0.94	0.99	0.92	0.93	0.99	0.94	0.99	0.97	0.99	0.97	0.88	0.91	0.97	
Standard error	0.03	0.05	0.04	0.11	0.08	0.08	0.07	0.08	0.06	0.05	0.07	0.07	0.07	0.06	0.06	0.06	0.07	0.10	0.03	

**Ashcroft National Poll**  
**CATI Fieldwork : 28th - 30th November 2014**

Absolutes/col percents

Table 7

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The Liberal Democrats**

**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	174	266	44	120	169	427	180	229	106	402	322	
Weighted base	1003	196	234	47	118	173	429	203	169	128	391	321	
NET: Happy	478 48%	102 52%	120 51%	43 91%	32 27%	76 44%	259 60%	85 42%	69 41%	95 75%	160 41%	205 64%	
Very happy	(4) 8%	84 7%	13 5%	12 50%	24 5%	6 8%	14 11%	47 6%	13 5%	8 19%	25 8%	31 11%	36
Fairly happy	(3) 39%	394 46%	89 46%	108 46%	19 41%	26 22%	62 36%	212 49%	72 36%	61 36%	71 55%	129 33%	168 53%
Fairly unhappy	(2) 22%	222 18%	35 24%	56 9%	4 24%	29 26%	44 20%	86 24%	49 26%	44 8%	10 22%	87 19%	62
Very unhappy	(1) 26%	258 28%	55 23%	55 -	- 45%	54 21%	37 15%	63 33%	68 31%	52 17%	22 36%	139 36%	46 14%
NET: Unhappy	480 48%	90 46%	111 47%	4 9%	82 70%	81 47%	149 35%	117 57%	96 57%	32 25%	226 58%	107 33%	
Don't know	45 4%	3 2%	3 1%	- -	4 3%	15 9%	21 5%	1 1%	4 3%	- -	5 1%	9 3%	
Mean	2.32	2.32	2.34	3.42	1.86	2.34	2.60	2.15	2.15	2.77	2.13	2.63	
Standard deviation	0.96	0.96	0.90	0.65	0.94	0.93	0.88	0.96	0.93	0.96	1.00	0.87	
Standard error	0.03	0.07	0.06	0.10	0.09	0.08	0.04	0.07	0.06	0.09	0.05	0.05	

## Ashcroft National Poll

### CATI Fieldwork : 28th - 30th November 2014

Absolutes/col percents

Table 8

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The Green Party**

**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	494	509	88	153	164	206	183	209	382	203	173	245	262	267	241	141	92	865
Weighted base	1003	497	506	117	169	172	176	149	220	281	274	219	229	277	268	232	142	84	872
NET: Happy	518 52%	256 51%	262 52%	74 63%	105 62%	101 59%	100 57%	67 45%	72 33%	157 56%	156 57%	108 49%	97 42%	159 57%	116 43%	125 54%	73 51%	46 54%	444 51%
Very happy	(4) 14%	77 15%	66 13%	20 17%	29 17%	39 23%	23 13%	18 12%	13 6%	44 16%	36 13%	25 11%	37 16%	44 16%	28 11%	36 16%	24 17%	10 12%	126 14%
Fairly happy	(3) 37%	179 36%	196 39%	54 46%	76 45%	62 36%	76 43%	50 33%	59 27%	113 40%	120 44%	82 38%	60 26%	115 41%	87 33%	88 38%	49 35%	36 43%	318 36%
Fairly unhappy	(2) 24%	105 21%	132 26%	17 15%	36 21%	46 27%	32 18%	41 27%	64 29%	67 24%	56 20%	52 24%	62 27%	59 21%	71 26%	52 22%	34 24%	21 25%	210 24%
Very unhappy	(1) 19%	115 23%	72 14%	9 7%	14 9%	19 11%	34 19%	32 21%	79 36%	43 15%	48 18%	44 20%	52 23%	41 15%	65 24%	41 18%	24 17%	15 18%	167 19%
NET: Unhappy	424 42%	220 44%	204 40%	26 22%	51 30%	66 38%	66 38%	72 49%	143 65%	110 39%	104 38%	95 44%	114 50%	100 36%	136 51%	93 40%	59 41%	36 43%	376 43%
Don't know	61 6%	21 4%	40 8%	18 15%	14 8%	6 3%	10 6%	9 6%	5 2%	13 5%	14 5%	16 7%	17 8%	19 7%	16 6%	14 6%	10 7%	2 3%	52 6%
Mean	2.50	2.46	2.55	2.85	2.77	2.72	2.54	2.38	2.03	2.59	2.55	2.44	2.39	2.63	2.31	2.55	2.55	2.49	2.49
Standard deviation	0.97	1.03	0.92	0.84	0.86	0.95	0.97	0.97	0.94	0.95	0.95	0.96	1.04	0.94	0.98	0.98	0.99	0.93	0.98
Standard error	0.03	0.05	0.04	0.10	0.07	0.08	0.07	0.07	0.07	0.05	0.07	0.08	0.07	0.06	0.06	0.07	0.09	0.10	0.03

**Ashcroft National Poll**  
**CATI Fieldwork : 28th - 30th November 2014**

Absolutes/col percents

Table 8

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The Green Party**

**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	174	266	44	120	169	427	180	229	106	402	322
Weighted base	1003	196	234	47	118	173	429	203	169	128	391	321
NET: Happy	518 52%	81 42%	144 62%	31 65%	37 31%	77 45%	260 61%	64 31%	90 53%	93 73%	186 48%	205 64%
Very happy	(4) 14%	14 7%	43 19%	5 11%	11 9%	15 9%	62 14%	11 5%	30 18%	31 24%	63 16%	52 16%
Fairly happy	(3) 37%	67 34%	101 43%	25 54%	26 22%	62 36%	198 46%	53 26%	60 35%	62 49%	123 32%	153 48%
Fairly unhappy	(2) 24%	52 27%	56 24%	10 20%	39 33%	45 26%	98 23%	64 32%	39 23%	19 15%	96 25%	67 21%
Very unhappy	(1) 19%	57 29%	26 11%	3 7%	38 33%	34 20%	47 11%	72 36%	34 20%	14 11%	96 24%	36 11%
NET: Unhappy	424 42%	109 56%	81 35%	13 27%	77 65%	79 46%	144 34%	136 67%	73 43%	33 26%	192 49%	103 32%
Don't know	61 6%	5 3%	8 3%	4 8%	4 4%	17 10%	25 6%	3 1%	6 4%	2 1%	12 3%	12 4%
Mean	2.50	2.21	2.72	2.75	2.08	2.37	2.68	2.01	2.53	2.88	2.41	2.72
Standard deviation	0.97	0.96	0.91	0.77	0.97	0.93	0.87	0.92	1.02	0.90	1.04	0.88
Standard error	0.03	0.07	0.06	0.12	0.09	0.08	0.04	0.07	0.07	0.09	0.05	0.05

**Ashcroft National Poll**  
**CATI Fieldwork : 28th - 30th November 2014**

Absolutes/col percents

Table 9

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The UK Independence Party (UKIP)**

**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	494	509	88	153	164	206	183	209	382	203	173	245	262	267	241	141	92	865	
Weighted base	1003	497	506	117	169	172	176	149	220	281	274	219	229	277	268	232	142	84	872	
NET: Happy	399 40%	204 41%	195 38%	48 41%	58 34%	62 36%	78 44%	61 41%	93 42%	96 34%	94 34%	110 50%	99 43%	100 36%	117 44%	99 43%	57 40%	25 30%	357 41%	
Very happy	(4) 15%	147 19%	96 10%	52 14%	16 9%	15 14%	23 19%	33 15%	22 17%	37 9%	24 10%	28 10%	58 26%	37 16%	28 10%	53 20%	37 16%	24 17%	6 7%	135 16%
Fairly happy	(3) 25%	251 22%	108 28%	143 27%	32 27%	43 25%	38 22%	45 25%	38 26%	56 26%	72 26%	66 24%	52 24%	62 27%	72 26%	65 24%	63 27%	33 23%	19 23%	221 25%
Fairly unhappy	(2) 18%	185 20%	98 17%	87 17%	20 17%	30 18%	39 23%	33 19%	20 14%	43 19%	55 20%	54 20%	30 14%	46 20%	50 18%	54 20%	41 18%	24 17%	17 21%	161 18%
Very unhappy	(1) 36%	365 36%	177 36%	188 37%	35 30%	77 45%	66 38%	56 32%	55 37%	76 35%	121 43%	119 43%	64 29%	60 26%	111 40%	83 31%	75 32%	55 39%	40 48%	307 35%
NET: Unhappy	550 55%	275 55%	275 54%	55 47%	107 63%	105 61%	89 50%	75 51%	119 54%	176 63%	173 63%	94 43%	107 47%	162 58%	137 51%	116 50%	79 55%	57 68%	468 54%	
Don't know	54 5%	17 3%	36 7%	14 12%	4 2%	5 3%	9 5%	13 9%	8 4%	8 3%	8 3%	15 7%	23 10%	15 6%	14 5%	17 7%	6 4%	1 2%	48 5%	
Mean	2.19	2.26	2.12	2.28	1.98	2.12	2.33	2.21	2.25	2.00	2.01	2.51	2.37	2.06	2.34	2.28	2.19	1.89	2.22	
Standard deviation	1.11	1.15	1.06	1.10	1.05	1.09	1.14	1.15	1.12	1.03	1.06	1.20	1.09	1.06	1.14	1.12	1.15	1.01	1.12	
Standard error	0.04	0.05	0.05	0.13	0.09	0.09	0.08	0.09	0.08	0.05	0.08	0.09	0.07	0.07	0.07	0.07	0.10	0.11	0.04	

**Ashcroft National Poll**  
**CATI Fieldwork : 28th - 30th November 2014**

Absolutes/col percents

Table 9

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The UK Independence Party (UKIP)**

**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	174	266	44	120	169	427	180	229	106	402	322	
Weighted base	1003	196	234	47	118	173	429	203	169	128	391	321	
NET: Happy	399 40%	77 39%	57 25%	12 25%	108 92%	63 36%	181 42%	101 50%	50 30%	38 30%	151 39%	142 44%	
Very happy	(4) 15%	147 9%	18 5%	13 5%	3 5%	68 57%	14 8%	43 10%	40 19%	12 7%	19 15%	75 19%	38 12%
Fairly happy	(3) 25%	251 30%	59 19%	45 19%	9 20%	41 34%	49 28%	138 32%	61 30%	38 23%	19 15%	75 19%	103 32%
Fairly unhappy	(2) 18%	185 19%	36 19%	51 22%	8 16%	5 5%	38 22%	90 21%	33 16%	34 20%	23 18%	64 16%	69 22%
Very unhappy	(1) 36%	365 39%	76 51%	118 57%	27 2%	3 31%	54 32%	135 33%	67 48%	81 50%	64 43%	168 43%	101 32%
NET: Unhappy	550 55%	113 58%	170 73%	34 72%	8 7%	92 54%	225 52%	100 49%	115 68%	87 68%	232 59%	171 53%	
Don't know	54 5%	6 3%	7 3%	1 3%	2 2%	17 10%	23 5%	2 1%	4 2%	3 2%	8 2%	9 3%	
Mean	2.19	2.10	1.79	1.73	3.49	2.15	2.22	2.36	1.89	1.95	2.15	2.25	
Standard deviation	1.11	1.04	0.95	0.97	0.69	1.00	1.02	1.14	1.00	1.14	1.18	1.04	
Standard error	0.04	0.08	0.06	0.15	0.06	0.08	0.05	0.09	0.07	0.11	0.06	0.06	



## Ashcroft National Poll

### CATI Fieldwork : 28th - 30th November 2014

Absolutes/col percents

Table 10

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The Scottish National Party (SNP)**

**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	494	509	88	153	164	206	183	209	382	203	173	245	262	267	241	141	92	865	
Weighted base	1003	497	506	117	169	172	176	149	220	281	274	219	229	277	268	232	142	84	872	
NET: Happy	321 32%	168 34%	153 30%	48 41%	60 35%	72 42%	64 36%	31 21%	46 21%	79 28%	91 33%	72 33%	78 34%	86 31%	73 27%	64 28%	44 31%	54 64%	249 29%	
Very happy	(4) 9%	86 9%	46 9%	40 8%	7 6%	13 8%	19 11%	24 14%	9 6%	14 6%	19 7%	21 8%	18 8%	28 12%	14 5%	16 6%	13 6%	7 5%	36 43%	47 5%
Fairly happy	(3) 23%	235 25%	122 22%	113 22%	41 35%	47 28%	53 31%	39 22%	22 15%	32 14%	61 22%	70 26%	54 24%	50 22%	71 26%	57 21%	51 22%	38 26%	18 21%	202 23%
Fairly unhappy	(2) 28%	284 25%	126 31%	157 26%	31 30%	51 29%	49 27%	48 35%	52 24%	54 29%	82 33%	89 33%	53 24%	59 26%	85 31%	66 25%	78 33%	43 30%	11 13%	261 30%
Very unhappy	(1) 32%	318 36%	180 27%	138 15%	17 23%	38 26%	45 30%	52 34%	51 52%	114 38%	107 26%	72 32%	71 30%	69 30%	83 40%	106 28%	66 32%	46 20%	17 33%	288 33%
NET: Unhappy	602 60%	307 62%	295 58%	48 41%	89 53%	94 55%	100 57%	103 69%	168 76%	188 67%	161 59%	124 57%	128 56%	169 61%	173 64%	144 62%	89 62%	28 34%	549 63%	
Don't know	80 8%	22 4%	58 12%	21 18%	20 12%	6 4%	12 7%	14 10%	6 3%	13 5%	22 8%	23 11%	22 10%	22 8%	23 8%	24 10%	9 6%	2 2%	74 9%	
Mean	2.10	2.07	2.12	2.39	2.23	2.27	2.22	1.92	1.74	1.97	2.16	2.10	2.18	2.07	1.93	2.05	2.04	2.88	2.01	
Standard deviation	0.98	1.01	0.95	0.86	0.93	0.99	1.06	0.90	0.94	0.95	0.93	1.00	1.05	0.91	0.96	0.90	0.91	1.19	0.92	
Standard error	0.03	0.05	0.04	0.10	0.08	0.08	0.08	0.07	0.07	0.05	0.07	0.08	0.07	0.06	0.06	0.06	0.08	0.13	0.03	

## Ashcroft National Poll

### CATI Fieldwork : 28th - 30th November 2014

Absolutes/col percents

Table 10

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The Scottish National Party (SNP)**

**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	174	266	44	120	169	427	180	229	106	402	322
Weighted base	1003	196	234	47	118	173	429	203	169	128	391	321
NET: Happy	321 32%	40 21%	96 41%	17 36%	27 23%	46 27%	149 35%	33 16%	64 38%	58 45%	132 34%	116 36%
Very happy	(4) 86 9%	8 4%	19 8%	4 9%	9 8%	9 5%	30 7%	5 2%	18 11%	17 13%	49 12%	26 8%
Fairly happy	(3) 235 23%	33 17%	77 33%	13 28%	18 15%	38 22%	119 28%	28 14%	46 27%	42 33%	84 21%	90 28%
Fairly unhappy	(2) 284 28%	56 28%	69 29%	18 38%	35 30%	49 29%	137 32%	58 29%	45 27%	37 29%	97 25%	106 33%
Very unhappy	(1) 318 32%	94 48%	54 23%	10 21%	52 44%	55 32%	106 25%	109 54%	49 29%	29 23%	146 37%	80 25%
NET: Unhappy	602 60%	150 77%	123 53%	28 58%	87 73%	105 61%	242 56%	167 82%	94 55%	66 52%	243 62%	186 58%
Don't know	80 8%	5 3%	15 6%	3 5%	5 4%	21 12%	37 9%	3 2%	11 7%	3 3%	16 4%	19 6%
Mean	2.10	1.76	2.28	2.26	1.86	2.00	2.19	1.64	2.21	2.37	2.09	2.21
Standard deviation	0.98	0.88	0.93	0.91	0.96	0.92	0.92	0.81	1.01	0.99	1.06	0.93
Standard error	0.03	0.07	0.06	0.14	0.09	0.08	0.05	0.06	0.07	0.10	0.05	0.05

## Ashcroft National Poll

### CATI Fieldwork : 28th - 30th November 2014

Absolutes/col percents

Table 11

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-Plaid Cymru, the National Party of Wales**

**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	494	509	88	153	164	206	183	209	382	203	173	245	262	267	241	141	92	865	
Weighted base	1003	497	506	117	169	172	176	149	220	281	274	219	229	277	268	232	142	84	872	
NET: Happy	367 37%	194 39%	172 34%	58 50%	66 39%	79 46%	59 34%	43 29%	61 28%	103 37%	119 43%	76 35%	69 30%	98 35%	78 29%	82 35%	69 48%	41 48%	292 33%	
Very happy	(4) 6%	59 8%	40 4%	19 6%	7 4%	6 4%	18 11%	15 8%	7 5%	5 2%	12 4%	6 2%	19 9%	22 10%	11 4%	12 4%	10 4%	18 12%	8 10%	39 4%
Fairly happy	(3) 31%	308 31%	154 31%	154 30%	51 44%	59 35%	61 35%	44 25%	36 24%	56 25%	90 32%	113 41%	57 26%	47 20%	87 31%	66 25%	72 31%	51 36%	32 38%	253 29%
Fairly unhappy	(2) 27%	266 24%	118 24%	148 29%	29 25%	42 24%	50 29%	44 25%	47 32%	55 25%	79 28%	68 25%	51 23%	69 30%	79 29%	70 26%	66 28%	30 21%	21 25%	239 27%
Very unhappy	(1) 24%	237 24%	137 28%	101 20%	7 6%	30 18%	31 18%	46 26%	39 26%	84 38%	68 24%	57 21%	59 27%	53 23%	54 19%	87 33%	57 25%	28 20%	11 13%	223 26%
NET: Unhappy	504 50%	255 51%	249 49%	36 31%	72 42%	80 47%	90 51%	86 58%	139 63%	147 52%	125 46%	110 50%	122 53%	133 48%	158 59%	123 53%	58 41%	32 39%	462 53%	
Don't know	133 13%	47 10%	85 17%	22 19%	32 19%	12 7%	27 15%	20 13%	20 9%	31 11%	30 11%	33 15%	38 17%	46 17%	33 12%	27 12%	16 11%	11 13%	118 14%	
Mean	2.22	2.22	2.22	2.61	2.31	2.42	2.19	2.08	1.91	2.19	2.28	2.19	2.19	2.24	2.01	2.17	2.46	2.52	2.14	
Standard deviation	0.92	0.98	0.86	0.74	0.87	0.93	0.99	0.89	0.90	0.89	0.85	1.00	0.97	0.87	0.92	0.90	0.99	0.89	0.90	
Standard error	0.03	0.05	0.04	0.09	0.08	0.08	0.07	0.07	0.07	0.05	0.06	0.08	0.07	0.06	0.06	0.06	0.09	0.10	0.03	

**Ashcroft National Poll**  
**CATI Fieldwork : 28th - 30th November 2014**

Absolutes/col percents

Table 11

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-Plaid Cymru, the National Party of Wales**

**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	174	266	44	120	169	427	180	229	106	402	322
Weighted base	1003	196	234	47	118	173	429	203	169	128	391	321
NET: Happy	367 37%	69 35%	104 44%	20 42%	33 28%	50 29%	180 42%	55 27%	62 37%	59 46%	148 38%	147 46%
Very happy	(4) 6%	9 4%	16 7%	2 5%	10 8%	5 3%	17 4%	5 2%	9 5%	11 9%	34 9%	14 4%
Fairly happy	(3) 31%	61 31%	88 38%	18 37%	23 20%	45 26%	163 38%	50 25%	53 31%	48 38%	114 29%	133 42%
Fairly unhappy	(2) 27%	49 25%	72 31%	16 33%	36 30%	38 22%	124 29%	58 28%	49 29%	33 26%	96 25%	99 31%
Very unhappy	(1) 24%	63 32%	37 16%	6 14%	38 32%	46 27%	69 16%	77 38%	42 25%	20 15%	108 28%	51 16%
NET: Unhappy	504 50%	111 57%	110 47%	22 46%	74 62%	84 48%	193 45%	135 66%	92 54%	53 41%	204 52%	150 47%
Don't know	133 13%	15 8%	20 8%	6 12%	12 10%	39 23%	57 13%	13 7%	15 9%	16 12%	39 10%	24 8%
Mean	2.22	2.09	2.38	2.38	2.04	2.07	2.34	1.91	2.19	2.45	2.21	2.37
Standard deviation	0.92	0.93	0.86	0.82	0.97	0.91	0.83	0.88	0.91	0.90	0.99	0.82
Standard error	0.03	0.07	0.05	0.13	0.09	0.08	0.04	0.07	0.06	0.09	0.05	0.05

## Ashcroft National Poll

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Absolutes/col percents

Table 12

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-Sinn Fein**

**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	494	509	88	153	164	206	183	209	382	203	173	245	262	267	241	141	92	865
Weighted base	1003	497	506	117	169	172	176	149	220	281	274	219	229	277	268	232	142	84	872
NET: Happy	146 15%	88 18%	58 11%	36 31%	30 17%	29 17%	22 13%	13 9%	16 7%	36 13%	41 15%	36 16%	33 14%	42 15%	34 13%	32 14%	19 14%	19 22%	124 14%
Very happy	(4) 25 3%	18 4%	7 1%	6 5%	3 2%	10 6%	3 2%	* *	2 1%	5 2%	3 1%	9 4%	9 4%	3 1%	8 3%	2 1%	7 5%	4 4%	21 2%
Fairly happy	(3) 121 12%	69 14%	51 10%	30 25%	26 15%	19 11%	19 11%	13 8%	14 6%	32 11%	38 14%	27 12%	24 10%	38 14%	26 10%	30 13%	12 9%	15 18%	103 12%
Fairly unhappy	(2) 249 25%	114 23%	135 27%	39 34%	57 34%	45 26%	43 24%	34 23%	31 14%	74 26%	88 32%	39 18%	49 21%	74 27%	55 20%	64 28%	37 26%	19 23%	220 25%
Very unhappy	(1) 482 48%	253 51%	229 45%	12 11%	48 28%	87 51%	92 52%	85 57%	157 72%	146 52%	114 42%	111 51%	111 49%	123 44%	148 55%	105 45%	70 49%	36 43%	420 48%
NET: Unhappy	731 73%	367 74%	364 72%	52 44%	105 62%	132 77%	135 77%	119 80%	188 86%	220 78%	202 74%	150 68%	160 70%	197 71%	202 76%	169 73%	107 75%	55 66%	640 73%
Don't know	126 13%	42 8%	85 17%	29 25%	35 21%	10 6%	19 11%	16 11%	16 7%	24 9%	31 11%	34 15%	36 16%	38 14%	31 12%	31 13%	16 11%	10 12%	107 12%
Mean	1.65	1.68	1.61	2.34	1.89	1.70	1.58	1.46	1.32	1.59	1.71	1.64	1.64	1.68	1.56	1.65	1.65	1.82	1.64
Standard deviation	0.82	0.88	0.76	0.81	0.80	0.91	0.78	0.68	0.64	0.78	0.77	0.90	0.87	0.79	0.83	0.77	0.87	0.93	0.82
Standard error	0.03	0.04	0.04	0.10	0.07	0.07	0.06	0.05	0.05	0.04	0.06	0.07	0.06	0.05	0.05	0.05	0.08	0.10	0.03

**Ashcroft National Poll**  
**CATI Fieldwork : 28th - 30th November 2014**

Absolutes/col percents

Table 12

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-Sinn Fein**

**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	174	266	44	120	169	427	180	229	106	402	322
Weighted base	1003	196	234	47	118	173	429	203	169	128	391	321
NET: Happy	146 15%	21 11%	41 18%	7 14%	10 8%	17 10%	66 15%	15 7%	30 18%	27 21%	55 14%	52 16%
Very happy	(4) 3%	5 2%	5 2%	- -	3 2%	6 3%	7 2%	4 2%	2 1%	5 4%	15 4%	2 1%
Fairly happy	(3) 12%	16 8%	36 15%	7 14%	7 6%	12 7%	59 14%	11 5%	28 16%	22 18%	40 10%	50 16%
Fairly unhappy	(2) 25%	34 17%	77 33%	14 29%	30 25%	37 22%	128 30%	30 15%	42 25%	43 34%	81 21%	105 33%
Very unhappy	(1) 48%	123 63%	93 40%	20 43%	69 58%	84 49%	172 40%	146 72%	84 50%	54 42%	219 56%	128 40%
NET: Unhappy	731 73%	157 80%	169 72%	34 72%	99 84%	121 70%	300 70%	176 87%	126 74%	96 76%	300 77%	234 73%
Don't know	126 13%	18 9%	23 10%	7 14%	10 8%	34 20%	63 15%	12 6%	13 8%	4 3%	36 9%	34 11%
Mean	1.65	1.45	1.78	1.67	1.48	1.56	1.73	1.33	1.67	1.82	1.58	1.74
Standard deviation	0.82	0.77	0.82	0.75	0.73	0.81	0.79	0.68	0.82	0.86	0.85	0.77
Standard error	0.03	0.06	0.05	0.12	0.07	0.07	0.04	0.05	0.06	0.09	0.04	0.04

## Ashcroft National Poll

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Absolutes/col percents

Table 13

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The Democratic Unionist Party (DUP - from Northern Ireland)**

**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	494	509	88	153	164	206	183	209	382	203	173	245	262	267	241	141	92	865
Weighted base	1003	497	506	117	169	172	176	149	220	281	274	219	229	277	268	232	142	84	872
NET: Happy	240 24%	138 28%	102 20%	50 43%	41 24%	45 26%	36 21%	28 19%	40 18%	53 19%	76 28%	57 26%	55 24%	71 26%	64 24%	57 25%	31 22%	17 21%	213 24%
Very happy	(4) 3%	27 4%	19 2%	8 4%	5 2%	3 2%	8 4%	3 2%	4 3%	4 2%	3 2%	8 1%	12 3%	3 5%	10 1%	6 4%	7 2%	2 5%	23 3%
Fairly happy	(3) 21%	119 24%	94 19%	45 39%	37 22%	38 22%	33 19%	24 16%	37 17%	48 17%	73 27%	49 22%	43 19%	68 24%	54 20%	52 22%	24 17%	15 18%	190 22%
Fairly unhappy	(2) 30%	137 28%	166 33%	26 22%	57 34%	58 34%	60 34%	48 32%	54 24%	103 37%	90 33%	53 24%	58 25%	91 33%	77 29%	63 27%	49 34%	23 28%	265 30%
Very unhappy	(1) 31%	177 36%	136 27%	17 15%	38 22%	48 28%	53 30%	51 34%	107 49%	98 35%	71 26%	66 30%	79 34%	71 26%	93 35%	78 34%	44 31%	27 32%	274 31%
NET: Unhappy	617 61%	314 63%	303 60%	43 37%	95 56%	107 62%	113 64%	99 67%	160 73%	201 71%	162 59%	118 54%	136 59%	163 59%	170 63%	141 61%	93 65%	51 60%	538 62%
Don't know	146 15%	44 9%	102 20%	24 21%	34 20%	20 12%	26 15%	22 15%	19 9%	27 10%	37 13%	44 20%	38 16%	43 16%	35 13%	33 14%	18 13%	16 19%	121 14%
Mean	1.95	1.96	1.94	2.40	2.05	2.03	1.91	1.85	1.69	1.84	2.03	1.99	1.94	2.01	1.92	1.93	1.95	1.88	1.95
Standard deviation	0.86	0.91	0.80	0.84	0.81	0.88	0.81	0.84	0.83	0.79	0.81	0.91	0.94	0.81	0.89	0.88	0.88	0.86	0.86
Standard error	0.03	0.04	0.04	0.10	0.07	0.07	0.06	0.07	0.06	0.04	0.06	0.08	0.07	0.05	0.06	0.06	0.08	0.10	0.03

**Ashcroft National Poll**  
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Absolutes/col percents

Table 13

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The Democratic Unionist Party (DUP - from Northern Ireland)**

**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	174	266	44	120	169	427	180	229	106	402	322	
Weighted base	1003	196	234	47	118	173	429	203	169	128	391	321	
NET: Happy	240 24%	50 26%	60 26%	14 30%	28 24%	27 15%	114 26%	47 23%	36 21%	36 28%	97 25%	92 29%	
Very happy	(4) 3%	27 5%	9 2%	4 -	7 5%	4 3%	11 2%	7 4%	5 3%	3 3%	14 4%	8 2%	
Fairly happy	(3) 21%	214 21%	41 21%	56 24%	14 30%	22 19%	22 13%	103 24%	40 20%	31 18%	33 26%	83 21%	84 26%
Fairly unhappy	(2) 30%	303 30%	60 31%	66 28%	20 42%	38 32%	59 34%	148 35%	68 34%	44 26%	47 37%	104 27%	113 35%
Very unhappy	(1) 31%	313 31%	64 33%	77 33%	10 20%	42 35%	46 27%	97 23%	77 38%	67 40%	32 25%	149 38%	76 24%
NET: Unhappy	617 61%	124 63%	143 61%	30 62%	79 67%	105 61%	245 57%	145 72%	111 66%	78 61%	253 65%	190 59%	
Don't know	146 15%	21 11%	30 13%	4 7%	11 9%	41 24%	70 16%	10 5%	22 13%	13 10%	41 10%	40 12%	
Mean	1.95	1.97	1.94	2.11	1.94	1.89	2.08	1.88	1.82	2.07	1.89	2.08	
Standard deviation	0.86	0.91	0.86	0.74	0.91	0.80	0.82	0.86	0.88	0.82	0.90	0.82	
Standard error	0.03	0.07	0.06	0.12	0.09	0.07	0.04	0.07	0.06	0.08	0.05	0.05	



## Ashcroft National Poll

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Absolutes/col percents

Table 14

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The Social Democratic and Labour Party (SDLP - from Northern Ireland)**

**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	494	509	88	153	164	206	183	209	382	203	173	245	262	267	241	141	92	865
Weighted base	1003	497	506	117	169	172	176	149	220	281	274	219	229	277	268	232	142	84	872
NET: Happy	290 29%	158 32%	132 26%	53 45%	49 29%	62 36%	53 30%	29 20%	44 20%	77 27%	97 35%	58 26%	59 26%	82 30%	67 25%	72 31%	44 31%	25 30%	253 29%
Very happy	(4) 4%	27 5%	15 3%	5 4%	5 3%	18 10%	7 4%	3 2%	5 2%	5 2%	9 3%	14 7%	14 6%	9 3%	9 3%	6 3%	14 10%	4 5%	33 4%
Fairly happy	(3) 25%	132 26%	116 23%	48 41%	45 26%	44 25%	46 26%	26 18%	39 18%	72 26%	88 32%	43 20%	45 19%	73 26%	58 22%	65 28%	31 22%	21 25%	220 25%
Fairly unhappy	(2) 31%	140 28%	170 34%	25 21%	59 35%	59 35%	50 28%	50 34%	66 30%	93 33%	93 34%	47 22%	76 33%	90 32%	75 28%	74 32%	46 32%	26 30%	270 31%
Very unhappy	(1) 29%	161 32%	127 25%	14 12%	32 19%	38 22%	51 29%	55 37%	98 44%	79 28%	66 24%	79 36%	65 28%	70 25%	99 37%	59 26%	36 26%	24 29%	254 29%
NET: Unhappy	598 60%	301 61%	297 59%	39 34%	91 54%	98 57%	100 57%	105 71%	164 75%	172 61%	159 58%	126 58%	141 62%	159 57%	174 65%	133 57%	82 58%	50 59%	524 60%
Don't know	115 11%	37 7%	78 15%	25 21%	29 17%	12 7%	23 13%	14 9%	12 6%	32 11%	19 7%	35 16%	29 13%	35 13%	28 10%	27 12%	16 11%	9 11%	95 11%
Mean	2.05	2.05	2.05	2.47	2.15	2.26	2.06	1.83	1.77	2.01	2.16	1.96	2.04	2.09	1.90	2.09	2.17	2.07	2.04
Standard deviation	0.89	0.93	0.84	0.82	0.81	0.95	0.90	0.82	0.84	0.83	0.85	0.99	0.91	0.86	0.89	0.85	0.97	0.91	0.88
Standard error	0.03	0.04	0.04	0.10	0.07	0.08	0.07	0.06	0.06	0.04	0.06	0.08	0.06	0.06	0.06	0.06	0.09	0.10	0.03

**Ashcroft National Poll**  
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Absolutes/col percents

Table 14

**Q5. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election ...**

**-The Social Democratic and Labour Party (SDLP - from Northern Ireland)**

**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	174	266	44	120	169	427	180	229	106	402	322
Weighted base	1003	196	234	47	118	173	429	203	169	128	391	321
NET: Happy	290 29%	38 20%	97 41%	18 39%	28 24%	38 22%	134 31%	29 14%	60 36%	55 43%	120 31%	107 33%
Very happy	(4) 4%	5 3%	18 8%	- -	3 3%	4 2%	12 3%	4 2%	9 5%	9 7%	23 6%	9 3%
Fairly happy	(3) 25%	33 17%	78 33%	18 39%	24 21%	33 19%	123 29%	25 12%	51 30%	46 36%	97 25%	97 30%
Fairly unhappy	(2) 31%	66 34%	67 29%	19 40%	40 34%	50 29%	157 37%	74 36%	46 27%	40 31%	103 26%	126 39%
Very unhappy	(1) 29%	75 38%	43 19%	5 11%	45 38%	55 32%	84 20%	92 45%	47 28%	27 21%	137 35%	58 18%
NET: Unhappy	598 60%	141 72%	110 47%	24 50%	85 72%	105 61%	241 56%	166 82%	93 55%	66 52%	240 61%	184 57%
Don't know	115 11%	16 8%	26 11%	5 11%	5 5%	30 17%	53 12%	7 4%	16 10%	6 5%	31 8%	30 9%
Mean	2.05	1.82	2.35	2.32	1.88	1.91	2.17	1.70	2.15	2.31	2.02	2.20
Standard deviation	0.89	0.83	0.91	0.68	0.85	0.85	0.81	0.77	0.93	0.90	0.95	0.79
Standard error	0.03	0.07	0.06	0.11	0.08	0.07	0.04	0.06	0.06	0.09	0.05	0.05

**Ashcroft National Poll**  
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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%

**Ashcroft National Poll**  
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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	650 65%	652 65%
Owned outright - without mortgage	308 31%	331 33%
Owned with a mortgage or loan	342 34%	321 32%
NET: Renters	338 34%	338 34%
Rented from the council	106 11%	141 14%
Rented from a housing association	76 8%	67 7%
Rented from someone else	156 16%	131 13%
Rent free	15 1%	13 1%

**Ashcroft National Poll**  
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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	203 20%	211 21%
1	399 40%	421 42%
2	304 30%	281 28%
3+	97 10%	90 9%
Mean	1.35	1.30
Standard deviation	1.12	1.11
Standard error	0.04	0.04

**Ashcroft National Poll**  
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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	631 63%	562 56%
Working full time - working 30 hours per week or more	495 49%	441 44%
Working part time - working between 8 and 29 hours per week	136 14%	120 12%
NET: Not Working	372 37%	441 44%
Not working but seeking work or temporarily unemployed or sick	66 7%	82 8%
Not working and not seeking work/ student	55 5%	79 8%
Retired on a state pension only	100 10%	103 10%
Retired with a private pension	118 12%	132 13%
House person, housewife, househusband, etc.	33 3%	46 5%

**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	382 38%	268 27%
A	128 13%	91 9%
B	254 25%	177 18%
C1	203 20%	278 28%
C2	173 17%	218 22%
D	106 11%	95 9%
E	139 14%	143 14%
NET: DE	245 24%	238 24%

**Ashcroft National Poll**  
**CATI Fieldwork : 28th - 30th November 2014**

Absolutes/col percents

Table 20  
**Age**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
18-24	88 9%	119 12%
25-34	153 15%	169 17%
35-44	164 16%	169 17%
45-54	206 21%	179 18%
55-64	183 18%	149 15%
65 or older	209 21%	218 22%
Average age	48.41	47.01



**Ashcroft National Poll**  
**CATI Fieldwork : 28th - 30th November 2014**

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	494 49%	492 49%
Female	509 51%	511 51%

**Ashcroft National Poll**  
**CATI Fieldwork : 28th - 30th November 2014**

Absolutes/col percents

Table 22  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
Scotland	92 9%	90 9%
North East	41 4%	40 4%
North West	111 11%	110 11%
Yorkshire & Humberside	89 9%	90 9%
West Midlands	87 9%	90 9%
East Midlands	72 7%	70 7%
Wales	46 5%	50 5%
Eastern	108 11%	100 10%
London	125 12%	130 13%
South East	137 14%	140 14%
South West	95 9%	90 9%

**Ashcroft National Poll**  
**CATI Fieldwork : 28th - 30th November 2014**

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**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
Conservative	180 18%	203 20%
Labour	229 23%	169 17%
Liberal Democrat	106 11%	128 13%
Another party	73 7%	55 5%
Didn't vote	319 32%	352 35%
Refused	48 5%	48 5%
Don't know	48 5%	48 5%