

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 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	1001	523	478	90	157	181	199	156	218	390	226	160	225	265	268	240	139	89	860	
Weighted base	1001	491	510	120	171	169	178	146	217	274	277	215	234	275	262	238	138	87	865	
Absolutely certain to vote	(10)	521 52%	254 52%	267 52%	26 22%	55 32%	87 51%	103 58%	96 66%	154 71%	165 60%	165 60%	97 45%	94 40%	151 55%	126 48%	116 49%	63 45%	65 74%	438 51%
	(9)	56 6%	27 5%	30 6%	14 12%	9 5%	9 5%	10 6%	8 6%	5 3%	19 7%	17 6%	10 5%	11 5%	13 5%	12 5%	22 9%	4 3%	6 7%	49 6%
	(8)	72 7%	35 7%	37 7%	13 11%	13 8%	16 10%	6 3%	5 3%	18 8%	18 6%	17 6%	16 8%	20 9%	19 7%	21 8%	19 8%	10 7%	2 3%	65 7%
	(7)	48 5%	27 6%	21 4%	11 9%	12 7%	7 4%	2 1%	8 5%	9 4%	12 4%	13 5%	13 6%	10 4%	18 7%	11 4%	6 2%	9 6%	4 5%	40 5%
	(6)	28 3%	14 3%	14 3%	6 5%	11 6%	1 *	2 1%	3 2%	5 2%	3 1%	10 3%	10 5%	6 2%	4 2%	10 4%	4 2%	10 7%	- -	23 3%
	(5)	94 9%	42 9%	52 10%	12 10%	24 14%	19 11%	20 11%	10 7%	8 4%	18 6%	21 8%	20 9%	36 15%	23 8%	27 10%	26 11%	17 13%	2 2%	87 10%
	(4)	16 2%	12 2%	4 1%	6 5%	6 3%	1 1%	1 1%	- -	2 1%	5 2%	6 2%	1 *	3 1%	1 *	6 2%	6 3%	1 1%	2 2%	13 1%
	(3)	22 2%	8 2%	14 3%	6 5%	6 3%	1 1%	5 3%	1 1%	3 1%	9 3%	5 2%	4 2%	3 1%	6 2%	6 2%	4 2%	5 4%	1 1%	20 2%
	(2)	21 2%	12 3%	9 2%	10 9%	7 4%	2 1%	1 1%	* *	1 *	2 1%	3 1%	9 4%	7 3%	3 1%	8 3%	6 3%	4 3%	- -	21 2%
Definitely would not vote	(1)	118 12%	58 12%	60 12%	16 13%	27 16%	25 15%	25 14%	13 9%	12 5%	22 8%	18 7%	35 16%	42 18%	35 13%	34 13%	30 13%	16 11%	4 4%	108 12%
Refused		1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	1 *
Don't know		3 *	1 *	2 *	- -	- -	2 1%	- -	1 1%	- -	1 *	- -	- -	2 1%	- -	1 *	- -	- -	2 2%	1 *
Mean		7.58	7.56	7.60	6.18	6.41	7.54	7.62	8.40	8.74	8.14	8.20	7.02	6.72	7.29	7.46	7.17	9.05	7.47	
Standard deviation		3.22	3.23	3.21	3.25	3.34	3.30	3.40	2.84	2.46	2.94	2.79	3.46	3.49	3.21	3.32	3.29	3.22	2.23	3.27
Standard error		0.10	0.14	0.15	0.34	0.27	0.25	0.24	0.23	0.17	0.15	0.19	0.27	0.23	0.20	0.20	0.21	0.27	0.24	0.11

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**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?**

**Base: All respondents**

		Voting Intention					Swing	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1001	189	228	47	125	213	425	213	210	106	380	297
Weighted base		1001	177	222	54	122	223	439	205	172	129	364	295
Absolutely certain to vote	(10)	521	122	125	25	94	101	203	163	128	75	266	154
		52%	69%	56%	46%	77%	45%	46%	79%	74%	58%	73%	52%
	(9)	56	14	11	5	3	18	38	13	10	11	12	27
		6%	8%	5%	9%	2%	8%	9%	6%	6%	9%	3%	9%
	(8)	72	16	22	4	8	21	44	15	9	13	23	27
		7%	9%	10%	7%	7%	10%	10%	7%	5%	10%	6%	9%
	(7)	48	7	18	4	-	14	30	4	6	9	14	20
		5%	4%	8%	7%	-	6%	7%	2%	3%	7%	4%	7%
	(6)	28	2	9	4	1	11	18	1	2	2	8	9
		3%	1%	4%	8%	1%	5%	4%	*	1%	1%	2%	3%
	(5)	94	11	26	7	12	32	63	3	9	8	24	38
		9%	6%	12%	13%	10%	14%	14%	2%	6%	6%	7%	13%
	(4)	16	1	2	-	3	7	14	1	-	3	2	6
		2%	*	1%	-	3%	3%	3%	*	-	3%	1%	2%
	(3)	22	4	5	3	-	6	15	1	-	2	6	10
		2%	3%	2%	6%	-	3%	3%	*	-	2%	2%	3%
	(2)	21	1	5	2	*	10	11	-	1	-	8	4
		2%	1%	2%	4%	*	4%	3%	-	1%	-	2%	1%
Definitely would not vote	(1)	118	-	-	-	-	-	-	4	5	6	-	-
		12%	-	-	-	-	-	-	2%	3%	4%	-	-
Refused		1	-	-	-	-	1	-	-	-	-	-	-
		*	-	-	-	-	1%	-	-	-	-	-	-
Don't know		3	-	-	-	-	3	3	-	-	-	-	-
		*	-	-	-	-	1%	1%	-	-	-	-	-
Mean		7.58	9.04	8.39	7.87	9.13	7.87	7.98	9.39	9.05	8.48	8.97	8.29
Standard deviation		3.22	1.83	2.22	2.55	1.82	2.51	2.40	1.64	2.10	2.42	2.02	2.25
Standard error		0.10	0.13	0.15	0.37	0.16	0.17	0.12	0.11	0.15	0.23	0.10	0.13

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 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	1001	523	478	90	157	181	199	156	218	390	226	160	225	265	268	240	139	89	860
Weighted base	1001	491	510	120	171	169	178	146	217	274	277	215	234	275	262	238	138	87	865
Conservative	177 18%	89 18%	88 17%	15 13%	22 13%	26 15%	38 21%	23 16%	54 25%	73 27%	53 19%	29 14%	22 10%	63 23%	46 18%	34 14%	24 17%	10 11%	160 18%
Labour	222 22%	95 19%	126 25%	35 29%	37 22%	34 20%	44 20%	35 30%	36 17%	55 20%	63 23%	45 21%	58 25%	59 21%	48 18%	55 23%	39 28%	21 23%	185 21%
Liberal Democrat	54 5%	24 5%	31 6%	6 5%	14 8%	12 7%	4 2%	5 4%	13 6%	17 6%	18 6%	10 5%	9 4%	17 6%	13 5%	10 4%	12 9%	2 3%	50 6%
SNP	28 3%	10 2%	18 3%	1 1%	5 3%	6 4%	1 1%	8 5%	6 3%	7 3%	8 3%	8 4%	4 2%	-	-	-	-	28 32%	-
Plaid Cymru	6 1%	5 1%	1 *	1 1%	1 1%	1 1%	-	1 *	2 1%	-	2 1%	4 2%	-	-	-	-	6 4%	-	-
The UK Independence Party	122 12%	78 16%	44 9%	5 4%	16 9%	22 13%	21 12%	18 12%	41 19%	26 9%	32 11%	31 14%	34 14%	40 15%	43 16%	29 12%	11 8%	-	119 14%
The Green Party	34 3%	13 3%	21 4%	7 6%	4 2%	5 3%	10 6%	5 3%	3 1%	13 5%	14 5%	4 2%	3 1%	12 4%	7 3%	7 3%	6 4%	2 2%	30 3%
The British National Party	6 1%	6 1%	-	3 2%	1 1%	-	1 1%	1 1%	-	-	1 *	1 *	4 2%	1 *	-	5 2%	-	-	6 1%
Another party	10 1%	9 2%	1 *	1 1%	3 1%	4 2%	1 1%	2 2%	-	3 1%	2 1%	-	5 2%	2 1%	-	2 1%	3 2%	3 4%	7 1%
Would not vote	118 12%	58 12%	60 12%	16 13%	27 16%	25 15%	25 14%	13 9%	22 10%	22 8%	18 7%	35 16%	42 18%	35 13%	34 13%	30 13%	16 11%	4 4%	108 12%
Refused	80 8%	35 7%	45 9%	2 2%	9 6%	12 7%	17 10%	9 6%	29 14%	24 9%	21 8%	19 9%	15 6%	19 7%	28 11%	18 7%	8 6%	7 8%	71 8%
Don't know	144 14%	67 14%	76 15%	27 23%	31 18%	23 13%	24 14%	17 12%	21 10%	33 12%	45 16%	28 13%	37 16%	27 10%	43 17%	48 20%	14 10%	11 13%	130 15%

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**Base: All respondents**

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	189	228	47	125	213	425	213	210	106	380	297
Weighted base	1001	177	222	54	122	223	439	205	172	129	364	295
Conservative	177 18%	177 100%	-	-	-	-	72 16%	127 62%	6 4%	13 10%	106 29%	72 24%
Labour	222 22%	-	222 100%	-	-	-	95 22%	9 4%	108 63%	28 21%	126 35%	95 32%
Liberal Democrat	54 5%	-	-	54 100%	-	-	36 8%	3 2%	1 1%	28 21%	18 5%	36 12%
SNP	28 3%	-	-	-	-	-	8 2%	1 *	3 2%	2 2%	20 6%	8 3%
Plaid Cymru	6 1%	-	-	-	-	-	3 1%	-	-	-	3 1%	3 1%
The UK Independence Party	122 12%	-	-	-	122 100%	-	47 11%	36 17%	20 12%	12 10%	75 21%	47 16%
The Green Party	34 3%	-	-	-	-	-	23 5%	1 1%	5 3%	13 10%	11 3%	23 8%
The British National Party	6 1%	-	-	-	-	-	3 1%	1 1%	1 1%	-	3 1%	3 1%
Another party	10 1%	-	-	-	-	-	8 2%	-	1 1%	2 2%	2 1%	8 3%
Would not vote	118 12%	-	-	-	-	-	-	4 2%	5 3%	6 4%	-	-
Refused	80 8%	-	-	-	-	80 36%	-	5 2%	7 4%	3 3%	-	-
Don't know	144 14%	-	-	-	-	144 64%	144 33%	19 9%	13 7%	23 18%	-	-

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Table 3

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

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

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

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

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	491	261	229	29	60	85	100	92	125	207	120	67	97	136	117	116	65	57	410
Weighted base	468	232	236	38	60	75	87	84	124	143	147	87	91	140	107	105	62	54	392
Conservative	136 29%	69 30%	67 28%	9 25%	16 27%	18 24%	30 35%	17 20%	45 36%	55 39%	42 29%	21 24%	17 19%	49 35%	35 32%	25 24%	19 30%	8 15%	122 31%
Labour	148 32%	63 27%	84 36%	16 42%	23 38%	22 29%	26 30%	34 40%	27 22%	41 29%	44 30%	30 34%	33 37%	38 27%	29 28%	40 38%	22 35%	18 34%	120 31%
Liberal Democrat	33 7%	15 7%	17 7%	3 8%	6 10%	7 10%	3 3%	5 5%	9 7%	10 7%	13 9%	3 4%	6 6%	8 6%	9 8%	7 7%	6 9%	2 4%	29 7%
SNP	22 5%	7 3%	14 6%	* *	3 6%	5 7%	1 1%	7 8%	5 4%	5 4%	8 5%	5 6%	4 4%	- -	- -	- -	- -	22 41%	- -
Plaid Cymru	3 1%	3 1%	* *	* *	1 2%	* 1%	- -	1 1%	1 1%	- -	1 1%	2 2%	- -	- -	- -	- -	3 5%	- -	- -
The UK Independence Party	94 20%	58 25%	36 15%	4 10%	7 12%	16 21%	18 21%	15 18%	34 28%	20 14%	26 18%	24 27%	25 27%	32 23%	30 28%	24 23%	8 13%	- -	92 23%
The Green Party	24 5%	8 4%	15 6%	5 14%	2 4%	4 5%	7 8%	3 4%	2 2%	10 7%	10 7%	1 1%	2 2%	10 7%	4 3%	6 6%	3 5%	1 3%	22 6%
The British National Party	2 *	2 1%	- -	* *	* *	- -	1 1%	1 1%	- -	- -	1 1%	1 1%	* *	1 1%	- -	1 1%	- -	- -	2 1%
Another party	7 1%	6 2%	1 1%	* *	1 2%	2 3%	1 1%	2 3%	- -	2 1%	1 1%	- -	4 4%	1 1%	- -	2 2%	2 2%	2 4%	5 1%

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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	491	145	160	28	97	-	199	157	147	60	292	199
Weighted base	468	136	148	33	94	-	193	150	121	73	275	193
Conservative	136	136	-	-	-	-	49	106	4	9	87	49
	29%	100%	-	-	-	-	25%	71%	4%	12%	32%	25%
Labour	148	-	148	-	-	-	56	8	88	20	91	56
	32%	-	100%	-	-	-	29%	5%	73%	28%	33%	29%
Liberal Democrat	33	-	-	33	-	-	22	3	1	20	10	22
	7%	-	-	100%	-	-	11%	2%	1%	27%	4%	11%
SNP	22	-	-	-	-	-	6	1	3	2	16	6
	5%	-	-	-	-	-	3%	*	2%	3%	6%	3%
Plaid Cymru	3	-	-	-	-	-	1	-	-	-	2	1
	1%	-	-	-	-	-	*	-	-	-	1%	*
The UK Independence Party	94	-	-	-	94	-	36	31	18	10	59	36
	20%	-	-	-	100%	-	19%	20%	15%	13%	21%	19%
The Green Party	24	-	-	-	-	-	14	1	5	10	9	14
	5%	-	-	-	-	-	7%	1%	4%	14%	3%	7%
The British National Party	2	-	-	-	-	-	2	1	1	-	*	2
	*	-	-	-	-	-	1%	1%	1%	-	*	1%
Another party	7	-	-	-	-	-	7	-	1	2	*	7
	1%	-	-	-	-	-	3%	-	1%	2%	*	3%

**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 2014**

Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	30%
Labour	31%
Liberal Democrat/ Liberal	8%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	19%
The Green Party	5%
Other	2%

**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 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	677	364	313	57	100	121	127	118	154	278	158	102	139	186	167	153	103	68	569
Weighted base	660	330	330	74	103	110	111	107	154	194	193	133	140	194	157	142	101	65	557
Will definitely vote that way	364	201	163	33	46	55	63	64	103	102	97	81	84	104	90	80	47	43	305
	55%	61%	49%	44%	45%	50%	57%	60%	67%	52%	51%	61%	60%	54%	57%	56%	47%	65%	55%
Might end up voting differently	295	128	167	42	57	55	48	43	51	92	95	52	56	90	67	62	54	23	252
	45%	39%	51%	56%	55%	50%	43%	40%	33%	48%	49%	39%	40%	46%	43%	44%	53%	35%	45%



**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 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	677	189	228	47	125	-	297	187	178	80	380	297
Weighted base	660	177	222	54	122	-	295	177	146	97	364	295
Will definitely vote that way	364	106	126	18	75	-	-	108	93	43	364	-
	55%	60%	57%	33%	61%	-	-	61%	64%	44%	100%	-
Might end up voting differently	295	72	95	36	47	-	295	70	53	55	-	295
	45%	40%	43%	67%	39%	-	100%	39%	36%	56%	-	100%

**Ashcroft National Poll**  
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Absolutes/col percents

Table 6  
**Q5a/b/c. Final AV Result**  
**Base: All respondents naming party would vote for (Turnout Weighted)**

	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	449	235	215	26	54	77	92	88	112	196	111	61	81	128	107	109	60	45	383
Weighted base	427	206	221	34	53	66	81	81	112	135	137	80	75	131	96	98	57	44	364
Conservative	201 47%	102 50%	99 45%	13 39%	21 39%	30 45%	40 49%	30 38%	67 60%	72 53%	66 48%	33 42%	29 39%	69 52%	53 55%	40 41%	26 45%	13 30%	180 50%
Labour	226 53%	103 50%	123 55%	21 61%	32 61%	37 55%	42 51%	50 62%	45 40%	63 47%	71 52%	46 58%	45 61%	62 48%	43 45%	58 59%	32 55%	31 70%	183 50%

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Absolutes/col percents

Table 6  
**Q5a/b/c. Final AV Result**  
**Base: All respondents naming party would vote for (Turnout Weighted)**

	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	449	141	155	23	62	33	192	150	147	57	247	169
Weighted base	427	133	141	26	62	32	188	143	119	70	230	165
Conservative	201	132	2	14	37	12	83	135	8	24	113	76
	47%	99%	1%	53%	59%	37%	44%	94%	6%	34%	49%	46%
Labour	226	1	139	12	25	20	105	9	111	46	117	89
	53%	1%	99%	47%	41%	63%	56%	6%	94%	66%	51%	54%

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 7

**Q5a. If there was a general election tomorrow, under this system, which would be your FIRST choice party?**

**Base: All respondents (Turnout Weighted)**

	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	625	325	300	39	74	112	127	111	163	265	149	88	123	168	159	151	78	69	528
Weighted base	599	293	306	51	76	101	108	102	160	183	184	116	116	170	147	141	74	67	508
Conservative	145 24%	69 24%	76 25%	9 18%	19 25%	19 19%	30 28%	18 18%	48 30%	58 32%	45 25%	24 20%	18 15%	50 30%	36 24%	28 20%	21 28%	10 14%	129 25%
Labour	159 27%	68 23%	91 30%	15 29%	22 28%	24 24%	29 27%	38 37%	31 19%	42 23%	45 24%	37 32%	34 29%	38 22%	32 21%	43 31%	25 33%	22 33%	127 25%
Liberal Democrat	42 7%	23 8%	19 6%	2 4%	6 8%	12 12%	4 4%	8 8%	9 5%	14 8%	17 9%	3 3%	7 6%	13 8%	11 7%	7 5%	5 7%	6 8%	35 7%
Plaid Cymru	3 1%	3 1%	* *	* *	1 1%	* *	- -	1 1%	1 1%	- -	1 1%	2 2%	- -	- -	- -	- -	3 4%	- -	- -
SNP	17 3%	6 2%	11 4%	* *	2 3%	4 4%	1 1%	5 5%	4 3%	4 2%	7 4%	2 2%	4 3%	- -	- -	- -	- -	17 25%	- -
The Green Party	31 5%	12 4%	19 6%	8 16%	4 6%	4 4%	7 6%	5 5%	2 1%	15 8%	11 6%	3 2%	2 2%	13 8%	6 4%	7 5%	4 5%	1 2%	28 6%
UK Independence Party	86 14%	57 19%	29 9%	4 7%	6 7%	14 14%	17 16%	12 12%	33 20%	15 8%	24 13%	23 20%	24 21%	31 18%	25 17%	23 16%	7 9%	- -	84 17%
The British National Party (BNP)	* *	* *	* *	* *	* *	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	* *
Some other party	4 1%	3 1%	1 *	- -	1 2%	* *	1 1%	1 1%	- -	1 1%	1 1%	- -	2 2%	1 1%	1 *	1 *	* *	1 2%	3 1%
I wouldn't vote	10 2%	6 2%	4 1%	1 3%	1 1%	1 1%	2 2%	* *	5 3%	3 1%	3 2%	2 2%	3 2%	3 2%	3 2%	3 2%	* *	1 2%	9 2%
Don't know	60 10%	28 10%	31 10%	10 19%	10 13%	13 13%	7 7%	9 8%	11 7%	17 9%	17 9%	11 9%	15 13%	10 6%	19 13%	18 13%	5 7%	6 9%	53 10%
Refused	43 7%	18 6%	25 8%	1 3%	3 4%	9 9%	9 8%	4 4%	17 10%	13 7%	13 7%	10 9%	7 6%	11 7%	16 11%	9 7%	4 6%	2 4%	40 8%

**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 2014**

Absolutes/col percents

Table 7

**Q5a. If there was a general election tomorrow, under this system, which would be your FIRST choice party?**

**Base: All respondents (Turnout Weighted)**

	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	625	145	160	28	97	134	270	175	164	76	292	199
Weighted base	599	136	148	33	94	131	267	169	133	90	275	193
Conservative	145	130	2	2	4	8	58	113	4	7	85	52
	24%	96%	1%	6%	4%	6%	22%	67%	3%	8%	31%	27%
Labour	159	1	136	3	5	11	67	6	94	22	88	60
	27%	1%	92%	10%	5%	8%	25%	4%	71%	24%	32%	31%
Liberal Democrat	42	1	1	27	-	10	27	2	2	30	12	19
	7%	1%	1%	83%	-	8%	10%	1%	1%	33%	4%	10%
Plaid Cymru	3	-	-	-	-	-	1	-	-	-	2	1
	1%	-	-	-	-	-	*	-	-	-	1%	*
SNP	17	-	-	-	-	-	3	-	3	1	14	3
	3%	-	-	-	-	-	1%	-	2%	1%	5%	2%
The Green Party	31	-	4	-	-	4	18	2	7	11	12	14
	5%	-	3%	-	-	3%	7%	1%	5%	12%	5%	7%
UK Independence Party	86	*	-	*	79	4	29	25	13	10	55	27
	14%	*	-	*	84%	3%	11%	15%	10%	11%	20%	14%
The British National Party (BNP)	*	-	*	-	-	-	*	-	-	-	*	*
	*	-	*	-	-	-	*	-	-	-	*	*
Some other party	4	1	-	-	-	1	4	-	1	2	*	3
	1%	*	-	-	-	1%	1%	-	1%	2%	*	1%
I wouldn't vote	10	1	1	-	1	7	7	2	*	2	1	2
	2%	1%	1%	-	1%	5%	3%	1%	*	2%	1%	1%
Don't know	60	1	4	*	6	44	49	18	6	6	4	11
	10%	1%	3%	1%	7%	34%	19%	11%	4%	6%	1%	6%
Refused	43	1	-	-	-	42	3	2	3	-	1	-
	7%	1%	-	-	-	32%	1%	1%	2%	-	*	-

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 8

**Q5a. If there was a general election tomorrow, under this system, which would be your FIRST choice party?**

**Base: All naming first choice party (Turnout Weighted)**

	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	510	270	240	30	63	90	104	96	128	217	123	72	99	142	122	120	68	58	425
Weighted base	486	240	246	39	62	78	91	89	128	150	151	93	92	146	109	109	64	57	406
Conservative	145 30%	69 29%	76 31%	9 24%	19 31%	19 25%	30 34%	18 20%	48 38%	58 39%	45 30%	24 25%	18 19%	50 35%	36 33%	28 26%	21 32%	10 17%	129 32%
Labour	159 33%	68 28%	91 37%	15 39%	22 35%	24 31%	29 33%	38 43%	31 24%	42 28%	45 30%	37 40%	34 37%	38 26%	32 29%	43 40%	25 38%	22 39%	127 31%
Liberal Democrat	42 9%	23 9%	19 8%	2 6%	6 10%	12 15%	4 5%	8 9%	9 7%	14 10%	17 11%	3 3%	7 8%	13 9%	11 10%	7 7%	5 8%	6 10%	35 9%
Plaid Cymru	3 1%	3 1%	* *	* *	1 2%	* *	- -	1 1%	1 1%	- -	1 1%	2 2%	- -	- -	- -	- -	3 5%	- -	- -
SNP	17 3%	6 3%	11 4%	* *	2 3%	4 6%	1 1%	5 5%	4 3%	4 3%	7 5%	2 2%	4 4%	- -	- -	- -	- -	17 30%	- -
The Green Party	31 6%	12 5%	19 8%	8 21%	4 7%	4 5%	7 8%	5 6%	2 2%	15 10%	11 7%	3 3%	2 2%	13 9%	6 5%	7 6%	4 6%	1 2%	28 7%
UK Independence Party	86 18%	57 24%	29 12%	4 10%	6 9%	14 18%	17 19%	12 14%	33 25%	15 10%	24 16%	23 24%	24 26%	31 21%	25 23%	23 21%	7 11%	- -	84 21%
The British National Party (BNP)	* *	* *	* *	* *	* *	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	* *
Some other party	4 1%	3 1%	1 1%	- -	1 2%	* *	1 1%	1 2%	- -	1 1%	1 1%	- -	2 2%	1 1%	1 *	1 1%	* *	1 2%	3 1%

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 8

**Q5a. If there was a general election tomorrow, under this system, which would be your FIRST choice party?**

**Base: All naming first choice party (Turnout Weighted)**

	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	510	141	156	28	91	38	212	155	154	68	287	185
Weighted base	486	133	143	32	87	38	207	148	124	83	269	180
Conservative	145	130	2	2	4	8	58	113	4	7	85	52
	30%	98%	1%	6%	4%	20%	28%	76%	4%	9%	32%	29%
Labour	159	1	136	3	5	11	67	6	94	22	88	60
	33%	1%	95%	10%	6%	28%	32%	4%	76%	26%	33%	33%
Liberal Democrat	42	1	1	27	-	10	27	2	2	30	12	19
	9%	1%	1%	84%	-	28%	13%	1%	1%	36%	4%	11%
Plaid Cymru	3	-	-	-	-	-	1	-	-	-	2	1
	1%	-	-	-	-	-	*	-	-	-	1%	*
SNP	17	-	-	-	-	-	3	-	3	1	14	3
	3%	-	-	-	-	-	2%	-	2%	1%	5%	2%
The Green Party	31	-	4	-	-	4	18	2	7	11	12	14
	6%	-	3%	-	-	10%	9%	1%	5%	13%	5%	8%
UK Independence Party	86	*	-	*	79	4	29	25	13	10	55	27
	18%	*	-	*	90%	11%	14%	17%	11%	12%	20%	15%
The British National Party (BNP)	*	-	*	-	-	-	*	-	-	-	*	*
	*	-	*	-	-	-	*	-	-	-	*	*
Some other party	4	1	-	-	-	1	4	-	1	2	*	3
	1%	*	-	-	-	2%	2%	-	1%	2%	*	2%

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 9  
**Q5b. And which party, if any, would be your SECOND choice?**  
**Base: All giving a first choice vote (Turnout Weighted)**

	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	510	270	240	30	63	90	104	96	128	217	123	72	99	142	122	120	68	58	425
Weighted base	486	240	246	39	62	78	91	89	128	150	151	93	92	146	109	109	64	57	406
Conservative	65 13%	36 15%	29 12%	6 16%	2 3%	14 18%	12 13%	11 13%	19 15%	13 9%	22 15%	16 17%	14 15%	18 13%	18 17%	17 16%	8 12%	3 6%	59 15%
Labour	75 15%	43 18%	32 13%	5 12%	14 23%	14 18%	15 17%	9 10%	17 14%	27 18%	25 16%	11 12%	12 13%	28 19%	16 14%	15 14%	9 14%	6 11%	65 16%
Liberal Democrat	94 19%	44 19%	50 20%	8 20%	16 25%	12 15%	20 22%	23 26%	17 13%	33 22%	28 19%	21 22%	12 14%	32 22%	20 19%	18 17%	15 24%	8 13%	82 20%
Plaid Cymru	3 1%	* *	2 1%	- -	1 1%	- -	1 1%	* *	1 1%	1 *	- -	2 2%	* *	- -	- -	- -	3 4%	- -	* *
SNP	13 3%	6 3%	7 3%	* *	1 2%	2 3%	1 1%	4 4%	4 3%	2 2%	2 1%	4 4%	4 5%	* *	- -	- -	* *	12 22%	* *
The Green Party	42 9%	19 8%	23 9%	1 3%	5 7%	13 16%	8 9%	10 11%	6 4%	20 14%	12 8%	3 4%	6 7%	15 10%	7 6%	7 7%	5 8%	8 14%	35 8%
UK Independence Party	66 14%	33 14%	33 13%	6 15%	4 6%	9 11%	17 19%	12 14%	18 14%	16 11%	25 16%	13 13%	12 13%	23 16%	14 13%	19 17%	9 14%	1 2%	59 15%
The British National Party (BNP)	5 1%	4 2%	1 *	1 2%	2 2%	* *	- -	* *	2 2%	* *	- -	4 4%	1 1%	1 1%	1 1%	2 2%	1 1%	- -	5 1%
Some other party	11 2%	5 2%	6 2%	2 5%	1 2%	2 2%	1 2%	1 1%	4 3%	1 1%	4 2%	1 1%	5 5%	3 2%	1 1%	3 3%	3 4%	1 2%	9 2%
I wouldn't vote for a second choice	59 12%	29 12%	30 12%	2 4%	11 17%	5 7%	6 7%	11 13%	25 19%	20 13%	19 13%	7 8%	12 13%	14 10%	11 10%	17 15%	7 11%	10 18%	45 11%
Don't know	47 10%	20 8%	28 11%	9 23%	4 7%	7 10%	9 10%	5 6%	13 10%	16 11%	11 7%	10 10%	10 11%	9 6%	19 18%	8 7%	4 7%	6 11%	40 10%
Refused	7 1%	1 *	6 2%	- -	2 3%	- -	1 1%	2 2%	3 2%	* *	3 2%	2 2%	2 2%	2 1%	2 1%	3 3%	1 1%	- -	7 2%



## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 9

**Q5b. And which party, if any, would be your SECOND choice?****Base: All giving a first choice vote (Turnout Weighted)**

	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	510	141	156	28	91	38	212	155	154	68	287	185
Weighted base	486	133	143	32	87	38	207	148	124	83	269	180
Conservative	65 13%	2 2%	15 11%	8 25%	32 36%	3 8%	30 15%	23 15%	11 9%	13 16%	34 13%	28 15%
Labour	75 15%	21 15%	5 3%	8 25%	17 19%	9 25%	44 21%	15 10%	20 16%	17 21%	30 11%	35 20%
Liberal Democrat	94 19%	31 23%	44 31%	3 10%	5 6%	3 8%	43 21%	24 16%	27 22%	23 28%	50 18%	42 23%
Plaid Cymru	3 1%	1 1%	1 1%	- -	- -	- -	1 *	1 1%	1 1%	- -	2 1%	1 *
SNP	13 3%	- -	7 5%	- -	- -	2 6%	6 3%	1 *	6 5%	3 4%	6 2%	4 2%
The Green Party	42 9%	2 1%	23 16%	7 21%	5 6%	2 6%	15 7%	4 3%	16 13%	10 12%	25 9%	15 8%
UK Independence Party	66 14%	37 28%	13 9%	* 1%	8 9%	5 14%	32 16%	36 24%	13 10%	4 5%	32 12%	28 16%
The British National Party (BNP)	5 1%	* *	1 1%	* *	3 3%	1 3%	1 *	- -	- -	- -	3 1%	1 *
Some other party	11 2%	1 1%	4 3%	2 6%	1 1%	* *	3 1%	3 2%	1 1%	3 4%	8 3%	3 1%
I wouldn't vote for a second choice	59 12%	20 15%	12 8%	1 5%	12 13%	1 4%	9 4%	22 15%	14 11%	2 3%	50 19%	8 4%
Don't know	47 10%	17 13%	15 10%	2 7%	4 5%	7 18%	22 11%	16 11%	12 9%	6 8%	24 9%	16 9%
Refused	7 1%	1 1%	2 1%	- -	1 1%	3 7%	1 1%	3 2%	2 2%	1 1%	4 2%	- -

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 10  
**Q5b. And which party, if any, would be your SECOND choice?**  
**Base: All naming second choice party (Turnout Weighted)**

	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	388	213	175	21	47	75	83	75	87	165	96	56	71	115	87	91	53	41	327
Weighted base	373	190	182	28	45	65	75	70	88	113	118	74	67	121	77	82	52	40	315
Conservative	65 17%	36 19%	29 16%	6 21%	2 4%	14 22%	12 16%	11 16%	19 22%	13 11%	22 19%	16 21%	14 21%	18 15%	18 23%	17 21%	8 15%	3 8%	59 19%
Labour	75 20%	43 23%	32 17%	5 16%	14 32%	14 22%	15 20%	9 13%	17 20%	27 24%	25 21%	11 15%	12 18%	28 23%	16 20%	15 18%	9 18%	6 16%	65 21%
Liberal Democrat	94 25%	44 23%	50 27%	8 27%	16 35%	12 18%	20 26%	23 32%	17 19%	33 29%	28 24%	21 28%	12 18%	32 27%	20 26%	18 22%	15 30%	8 19%	82 26%
Plaid Cymru	3 1%	* *	2 1%	- -	1 2%	- -	1 1%	* *	1 1%	1 1%	- -	2 3%	* *	- -	- -	- -	3 5%	- -	* *
SNP	13 3%	6 3%	7 4%	* *	1 3%	2 3%	1 1%	4 5%	4 5%	2 2%	2 2%	4 5%	4 6%	* *	- -	- -	* *	12 31%	* *
The Green Party	42 11%	19 10%	23 13%	1 5%	5 10%	13 19%	8 11%	10 14%	6 6%	20 18%	12 11%	3 4%	6 9%	15 12%	7 9%	7 9%	5 10%	8 19%	35 11%
UK Independence Party	66 18%	33 17%	33 18%	6 21%	4 9%	9 13%	17 23%	12 17%	18 21%	16 14%	25 21%	13 17%	12 18%	23 19%	14 18%	19 23%	9 17%	1 3%	59 19%
The British National Party (BNP)	5 1%	4 2%	1 1%	1 3%	2 3%	* *	- -	* *	2 2%	* *	- -	4 5%	1 1%	1 1%	1 1%	2 3%	1 1%	- -	5 1%
Some other party	11 3%	5 2%	6 3%	2 7%	1 3%	2 2%	1 2%	1 1%	4 4%	1 1%	4 3%	1 2%	5 7%	3 2%	1 2%	3 4%	3 5%	1 3%	9 3%

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 10  
**Q5b. And which party, if any, would be your SECOND choice?**  
**Base: All naming second choice party (Turnout Weighted)**

	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	388	99	124	25	70	28	181	109	120	60	199	161
Weighted base	373	94	114	28	71	27	175	106	96	73	191	155
Conservative	65 17%	2 2%	15 13%	8 28%	32 45%	3 12%	30 17%	23 21%	11 12%	13 18%	34 18%	28 18%
Labour	75 20%	21 22%	5 4%	8 28%	17 24%	9 35%	44 25%	15 14%	20 21%	17 23%	30 16%	35 23%
Liberal Democrat	94 25%	31 32%	44 39%	3 11%	5 7%	3 11%	43 25%	24 23%	27 28%	23 32%	50 26%	42 27%
Plaid Cymru	3 1%	1 1%	1 1%	- -	- -	- -	1 *	1 1%	1 1%	- -	2 1%	1 1%
SNP	13 3%	- -	7 6%	- -	- -	2 8%	6 4%	1 *	6 7%	3 5%	6 3%	4 3%
The Green Party	42 11%	2 2%	23 20%	7 23%	5 8%	2 9%	15 9%	4 4%	16 17%	10 13%	25 13%	15 9%
UK Independence Party	66 18%	37 39%	13 11%	* 1%	8 11%	5 20%	32 18%	36 34%	13 13%	4 5%	32 17%	28 18%
The British National Party (BNP)	5 1%	* *	1 1%	* 1%	3 4%	1 4%	1 *	- -	- -	- -	3 2%	1 *
Some other party	11 3%	1 1%	4 4%	2 7%	1 2%	* 1%	3 2%	3 2%	1 2%	3 4%	8 4%	3 2%

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 11  
**Q5b. And which party, if any, would be your SECOND choice?**  
**Base: All giving a first choice vote (Turnout Weighted)**

	Total	First Choice Vote							
		Con	Lab	LibDem	UKIP	Plaid Cymru	SNP	The Green Party	Other
Unweighted base	510	154	173	36	87	3	18	33	5
Weighted base	486	145	159	42	86	3	17	31	4
Conservative	65 13%	- -	17 11%	12 28%	33 39%	- -	1 7%	1 5%	- -
Labour	75 15%	22 15%	- -	15 36%	17 20%	1 27%	3 19%	15 51%	1 32%
Liberal Democrat	94 19%	32 22%	51 32%	- -	4 5%	* 12%	2 10%	4 13%	1 12%
Plaid Cymru	3 1%	1 1%	1 1%	- -	- -	- -	- -	- -	- -
SNP	13 3%	1 *	9 5%	1 2%	- -	- -	- -	1 4%	1 34%
The Green Party	42 9%	2 1%	24 15%	8 19%	5 6%	- -	3 18%	- -	- -
UK Independence Party	66 14%	43 30%	18 11%	1 1%	- -	- -	1 4%	3 9%	* 1%
The British National Party (BNP)	5 1%	* *	1 1%	* *	4 4%	- -	- -	- -	- -
Some other party	11 2%	1 1%	6 4%	- -	1 1%	- -	- -	2 5%	1 14%
I wouldn't vote for a second choice	59 12%	20 14%	12 7%	2 5%	15 17%	2 61%	6 37%	2 5%	* 1%
Don't know	47 10%	19 13%	17 11%	2 6%	6 7%	- -	1 3%	2 7%	* 6%
Refused	7 1%	3 2%	3 2%	1 2%	1 1%	- -	- -	- -	- -

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 12  
**Q5b. And which party, if any, would be your SECOND choice?**  
**Base: All naming second choice party (Turnout Weighted)**

	Total	First Choice Vote							
		Con	Lab	LibDem	UKIP	Plaid Cymru	SNP	The Green Party	Other
Unweighted base	388	109	138	31	63	2	12	29	5
Weighted base	373	103	127	36	65	1	10	27	4
Conservative	65 17%	-	17 13%	12 33%	33 51%	-	1 12%	1 5%	-
Labour	75 20%	22 22%	-	15 41%	17 26%	1 69%	3 33%	15 58%	1 35%
Liberal Democrat	94 25%	32 31%	51 40%	-	4 7%	* 31%	2 17%	4 15%	1 13%
Plaid Cymru	3 1%	1 1%	1 1%	-	-	-	-	-	-
SNP	13 3%	1 1%	9 7%	1 2%	-	-	-	1 5%	1 37%
The Green Party	42 11%	2 2%	24 19%	8 22%	5 8%	-	3 31%	-	-
UK Independence Party	66 18%	43 42%	18 14%	1 1%	-	-	1 7%	3 11%	* 1%
The British National Party (BNP)	5 1%	* *	1 1%	* *	4 6%	-	-	-	-
Some other party	11 3%	1 1%	6 5%	-	1 2%	-	-	2 6%	1 15%

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 13  
**Q5c. And which party, if any, would be your THIRD choice?**  
**Base: All giving a second choice vote (Turnout Weighted)**

	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	388	213	175	21	47	75	83	75	87	165	96	56	71	115	87	91	53	41	327
Weighted base	373	190	182	28	45	65	75	70	88	113	118	74	67	121	77	82	52	40	315
Conservative	42 11%	22 11%	20 11%	2 7%	11 25%	8 12%	9 12%	5 7%	6 7%	17 15%	13 11%	6 8%	5 8%	19 16%	6 8%	9 12%	4 7%	3 8%	37 12%
Labour	49 13%	24 13%	25 14%	4 14%	3 6%	10 16%	9 12%	10 15%	13 15%	9 8%	22 19%	6 8%	12 18%	16 13%	12 16%	13 16%	4 8%	4 10%	44 14%
Liberal Democrat	72 19%	28 15%	44 24%	5 17%	10 21%	16 25%	13 17%	13 18%	15 17%	27 24%	15 13%	13 17%	16 24%	22 19%	16 20%	16 19%	13 25%	5 12%	60 19%
Plaid Cymru	4 1%	3 2%	1 1%	2 6%	* *	- -	- -	* *	2 2%	1 1%	3 2%	1 1%	* *	- -	* 1%	* *	4 7%	- -	* *
SNP	5 1%	2 1%	3 2%	2 6%	- -	1 2%	1 1%	- -	1 1%	2 2%	2 1%	1 1%	- -	2 1%	- -	1 1%	- -	2 5%	3 1%
The Green Party	37 10%	16 8%	22 12%	4 14%	9 19%	3 5%	7 9%	9 13%	5 6%	14 13%	10 9%	6 8%	7 11%	14 12%	7 9%	9 11%	5 10%	3 6%	35 11%
UK Independence Party	31 8%	16 8%	15 8%	1 3%	1 3%	2 4%	9 12%	9 12%	9 10%	5 4%	14 12%	9 12%	4 6%	8 6%	8 11%	4 5%	6 12%	4 11%	26 8%
The British National Party (BNP)	6 2%	4 2%	2 1%	- -	- -	* *	2 2%	2 3%	2 2%	- -	3 3%	2 3%	1 1%	2 1%	3 3%	1 2%	- -	- -	6 2%
Some other party	22 6%	16 8%	6 3%	2 5%	* 1%	3 4%	6 8%	6 8%	6 7%	4 3%	5 4%	9 12%	5 8%	5 5%	3 4%	5 6%	2 3%	8 19%	13 4%
I wouldn't vote for a third choice	71 19%	47 25%	24 13%	5 19%	8 17%	12 18%	14 19%	8 11%	24 28%	23 20%	21 18%	14 19%	13 19%	18 15%	16 21%	17 21%	12 23%	7 16%	63 20%
Don't know	31 8%	12 7%	19 10%	2 7%	3 7%	8 12%	6 8%	8 12%	4 5%	10 9%	9 8%	9 12%	2 4%	14 12%	5 7%	5 6%	2 4%	4 11%	26 8%
Refused	3 1%	1 *	2 1%	* 1%	- -	1 1%	* 1%	* *	1 1%	1 1%	- -	- -	1 2%	- -	* 1%	1 2%	* *	1 2%	2 1%

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 13  
**Q5c. And which party, if any, would be your THIRD choice?**  
**Base: All giving a second choice vote (Turnout Weighted)**

	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	388	99	124	25	70	28	181	109	120	60	199	161
Weighted base	373	94	114	28	71	27	175	106	96	73	191	155
Conservative	42 11%	1 1%	19 17%	5 19%	7 10%	8 31%	22 13%	3 3%	15 16%	15 21%	17 9%	16 11%
Labour	49 13%	17 18%	-	8 27%	11 15%	3 11%	21 12%	15 14%	5 5%	16 22%	28 15%	19 12%
Liberal Democrat	72 19%	25 27%	26 22%	-	8 12%	3 10%	27 16%	27 25%	19 20%	8 11%	43 23%	26 17%
Plaid Cymru	4 1%	1 1%	2 2%	1 4%	-	-	4 2%	1 1%	2 2%	1 2%	1 *	4 2%
SNP	5 1%	1 1%	2 2%	-	-	1 4%	1 *	-	*	1 2%	3 1%	1 1%
The Green Party	37 10%	7 8%	15 13%	5 17%	5 7%	3 10%	29 16%	11 10%	9 9%	9 12%	9 5%	26 17%
UK Independence Party	31 8%	12 13%	14 13%	1 3%	1 1%	1 3%	12 7%	9 9%	13 13%	3 4%	18 9%	12 8%
The British National Party (BNP)	6 2%	-	4 3%	* 1%	2 2%	-	1 *	-	2 2%	-	5 3%	1 *
Some other party	22 6%	1 1%	6 5%	* 2%	10 14%	3 13%	9 5%	4 4%	7 7%	4 5%	13 7%	5 4%
I wouldn't vote for a third choice	71 19%	25 26%	15 14%	4 15%	18 26%	3 11%	30 17%	30 28%	15 16%	12 16%	39 21%	29 18%
Don't know	31 8%	4 5%	9 8%	4 13%	8 11%	2 7%	18 10%	5 5%	9 9%	3 4%	13 7%	16 10%
Refused	3 1%	1 1%	1 1%	-	* 1%	-	2 1%	1 1%	1 1%	-	1 *	2 1%

**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 2014**

Absolutes/col percents

Table 14  
**Q5c. And which party, if any, would be your THIRD choice?**  
**Base: All naming third choice party (Turnout Weighted)**

	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	278	146	132	15	37	53	60	55	59	114	71	40	53	84	60	66	40	28	233
Weighted base	268	130	138	21	34	45	55	54	59	79	87	51	51	88	55	58	38	29	224
Conservative	42 16%	22 17%	20 15%	2 10%	11 33%	8 18%	9 17%	5 9%	6 11%	17 22%	13 15%	6 12%	5 11%	19 22%	6 12%	9 16%	4 9%	3 11%	37 16%
Labour	49 18%	24 19%	25 18%	4 19%	3 8%	10 23%	9 16%	10 19%	13 22%	9 12%	22 26%	6 11%	12 23%	16 18%	12 22%	13 23%	4 12%	4 14%	44 20%
Liberal Democrat	72 27%	28 21%	44 32%	5 23%	10 28%	16 36%	13 24%	13 24%	15 26%	27 35%	15 17%	13 25%	16 32%	22 25%	16 29%	16 27%	13 34%	5 17%	60 27%
Plaid Cymru	4 2%	3 2%	1 1%	2 8%	* 1%	- -	- -	* -	2 4%	1 1%	3 3%	1 1%	* -	- -	* 1%	* -	4 10%	- -	* -
SNP	5 2%	2 1%	3 2%	2 8%	- -	1 3%	1 1%	- -	1 2%	2 2%	2 2%	1 2%	- -	2 2%	- -	1 2%	- -	2 6%	3 1%
The Green Party	37 14%	16 12%	22 16%	4 19%	9 26%	3 8%	7 12%	9 17%	5 9%	14 18%	10 12%	6 11%	7 14%	14 16%	7 12%	9 15%	5 14%	3 9%	35 16%
UK Independence Party	31 12%	16 12%	15 11%	1 5%	1 4%	2 5%	9 16%	9 16%	9 15%	5 6%	14 16%	9 17%	4 8%	8 9%	8 15%	4 7%	6 17%	4 15%	26 11%
The British National Party (BNP)	6 2%	4 3%	2 1%	- -	- -	* *	2 3%	2 4%	2 3%	- -	3 4%	2 4%	1 1%	2 2%	3 5%	1 2%	- -	- -	6 3%
Some other party	22 8%	16 12%	6 5%	2 7%	* 1%	3 6%	6 10%	6 11%	6 10%	4 5%	5 5%	9 17%	5 10%	5 6%	3 5%	5 8%	2 4%	8 27%	13 6%



## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 14  
**Q5c. And which party, if any, would be your THIRD choice?**  
**Base: All naming third choice party (Turnout Weighted)**

	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	278	69	95	19	43	23	130	73	90	47	141	114
Weighted base	268	65	88	21	44	22	125	70	71	58	137	109
Conservative	42 16%	1 1%	19 22%	5 26%	7 17%	8 38%	22 18%	3 5%	15 22%	15 26%	17 13%	16 15%
Labour	49 18%	17 26%	-	8 37%	11 25%	3 13%	21 17%	15 22%	4 6%	16 27%	28 20%	19 17%
Liberal Democrat	72 27%	25 39%	26 29%	-	8 19%	3 12%	27 22%	27 38%	19 27%	8 14%	43 32%	26 24%
Plaid Cymru	4 2%	1 2%	2 2%	1 5%	-	-	4 3%	1 1%	2 3%	1 2%	1 *	4 3%
SNP	5 2%	1 2%	2 2%	-	-	1 4%	1 1%	-	*	1 3%	3 2%	1 1%
The Green Party	37 14%	7 11%	15 17%	5 24%	5 11%	3 13%	29 23%	11 15%	9 12%	9 15%	9 6%	26 24%
UK Independence Party	31 12%	12 19%	14 16%	1 4%	1 2%	1 4%	12 10%	9 13%	13 18%	3 6%	18 13%	12 11%
The British National Party (BNP)	6 2%	-	4 4%	* 1%	2 4%	-	1 1%	-	2 3%	-	5 4%	1 1%
Some other party	22 8%	1 1%	6 7%	* 2%	10 23%	3 16%	9 7%	4 5%	7 10%	4 7%	13 10%	5 5%

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 15  
**Q5c. And which party, if any, would be your THIRD choice?**  
**Base: All giving a second choice vote (Turnout Weighted)**

	First Choice Vote									Second Choice Vote							
	Total	Con	Lab	LibDem	UKIP	Plaid Cymru	SNP	The Green Party	Other	Con	Lab	LibDem	UKIP	Plaid Cymru	SNP	The Green Party	Other
Unweighted base	388	109	138	31	63	2	12	29	5	65	80	96	68	3	12	51	14
Weighted base	373	103	127	36	65	1	10	27	4	65	75	94	66	3	13	42	15
Conservative	42 11%	- -	22 17%	10 28%	6 9%	- -	* *	4 13%	1 13%	- -	11 15%	18 19%	5 7%	- -	1 4%	6 14%	2 11%
Labour	49 13%	16 16%	- -	10 29%	12 19%	* 31%	3 27%	6 22%	1 34%	19 29%	- -	17 18%	7 10%	- -	1 10%	4 9%	2 12%
Liberal Democrat	72 19%	27 27%	28 22%	- -	7 11%	1 51%	- -	8 30%	1 18%	14 22%	23 31%	- -	16 24%	2 87%	3 26%	10 24%	2 15%
Plaid Cymru	4 1%	2 2%	2 1%	- -	- -	- -	- -	* *	- -	1 1%	1 2%	1 1%	1 2%	- -	- -	- -	- -
SNP	5 1%	1 1%	1 1%	- -	1 2%	- -	- -	2 7%	- -	- -	- -	1 2%	2 3%	- -	- -	* 1%	1 6%
The Green Party	37 10%	9 9%	19 15%	3 7%	4 7%	- -	1 6%	- -	1 35%	3 4%	8 11%	18 19%	6 9%	- -	- -	- -	3 17%
UK Independence Party	31 8%	12 11%	15 12%	3 8%	- -	- -	1 8%	1 3%	- -	5 7%	7 9%	15 16%	- -	- -	2 18%	3 6%	- -
The British National Party (BNP)	6 2%	- -	4 3%	* 1%	2 3%	- -	- -	- -	- -	- -	2 2%	2 2%	2 3%	- -	- -	- -	- -
Some other party	22 6%	1 1%	9 7%	1 4%	9 14%	- -	* 1%	2 6%	- -	5 8%	2 3%	2 2%	1 2%	- -	4 31%	5 11%	3 18%
I wouldn't vote for a third choice	71 19%	27 26%	16 12%	4 11%	18 27%	* 18%	3 29%	3 12%	- -	13 21%	14 19%	14 15%	22 33%	- -	1 5%	5 13%	2 10%
Don't know	31 8%	6 6%	10 8%	4 12%	6 9%	- -	3 29%	2 6%	- -	4 7%	6 7%	6 6%	5 7%	* 13%	1 6%	8 20%	1 9%
Refused	3 1%	1 1%	1 1%	- -	* 1%	- -	- -	- -	- -	* 1%	- -	1 1%	- -	- -	- -	1 3%	* 2%

## Ashcroft National Poll

### CATI Fieldwork : 5th - 7th December 2014

Absolutes/col percents

Table 16  
**Q5c. And which party, if any, would be your THIRD choice?**  
**Base: All naming third choice party (Turnout Weighted)**

	First Choice Vote									Second Choice Vote							
	Total	Con	Lab	LibDem	UKIP	Plaid Cymru	SNP	The Green Party	Other	Con	Lab	LibDem	UKIP	Plaid Cymru	SNP	The Green Party	Other
Unweighted base	278	73	109	25	39	1	5	22	5	48	58	74	42	3	10	32	11
Weighted base	268	69	100	28	41	1	4	22	4	47	55	74	39	2	11	27	12
Conservative	42 16%	- -	22 22%	10 36%	6 14%	- -	* *	4 17%	1 13%	- -	11 21%	18 24%	5 12%	- -	1 5%	6 22%	2 14%
Labour	49 18%	16 24%	- -	10 38%	12 30%	* 38%	3 64%	6 27%	1 34%	19 40%	- -	17 23%	7 17%	- -	1 11%	4 14%	2 15%
Liberal Democrat	72 27%	27 40%	28 28%	- -	7 17%	1 62%	- -	8 37%	1 18%	14 31%	23 42%	- -	16 41%	2 100%	3 29%	10 37%	2 19%
Plaid Cymru	4 2%	2 3%	2 2%	- -	- -	- -	- -	* 1%	- -	1 2%	1 2%	1 1%	1 3%	- -	- -	- -	- -
SNP	5 2%	1 1%	1 1%	- -	1 2%	- -	- -	2 8%	- -	- -	- -	1 2%	2 5%	- -	- -	* 1%	1 8%
The Green Party	37 14%	9 13%	19 19%	3 10%	4 11%	- -	1 14%	- -	1 35%	3 6%	8 15%	18 24%	6 15%	- -	- -	- -	3 21%
UK Independence Party	31 12%	12 17%	15 15%	3 10%	- -	- -	1 19%	1 4%	- -	5 10%	7 12%	15 20%	- -	- -	2 20%	3 9%	- -
The British National Party (BNP)	6 2%	- -	4 4%	* 1%	2 4%	- -	- -	- -	- -	- -	2 3%	2 3%	2 5%	- -	- -	- -	- -
Some other party	22 8%	1 2%	9 9%	1 5%	9 22%	- -	* 2%	2 7%	- -	5 12%	2 4%	2 3%	1 3%	- -	4 35%	5 16%	3 23%

**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 2014**

Absolutes/col percents

Table 17  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Yes	647 65%	611 61%
No	354 35%	390 39%

**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 2014**

Absolutes/col percents

Table 18  
**Is the house or flat in which you live...?**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Owners	666 67%	651 65%
Owned outright - without mortgage	328 33%	331 33%
Owned with a mortgage or loan	338 34%	320 32%
NET: Renters	315 31%	337 34%
Rented from the council	77 8%	140 14%
Rented from a housing association	84 8%	68 7%
Rented from someone else	154 15%	128 13%
Rent free	20 2%	14 1%

**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 2014**

Absolutes/col percents

Table 19  
**How many cars are there in your household?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
None	200 20%	210 21%
1	412 41%	420 42%
2	286 29%	280 28%
3+	103 10%	90 9%
Mean	1.38	1.33
Standard deviation	1.37	1.37
Standard error	0.04	0.04

**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 2014**

Absolutes/col percents

Table 20  
**Current working status**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Working	613 61%	560 56%
Working full time - working 30 hours per week or more	474 47%	440 44%
Working part time - working between 8 and 29 hours per week	139 14%	120 12%
NET: Not Working	388 39%	441 44%
Not working but seeking work or temporarily unemployed or sick	54 5%	68 7%
Not working and not seeking work/ student	54 5%	76 8%
Retired on a state pension only	93 9%	97 10%
Retired with a private pension	152 15%	159 16%
House person, housewife, househusband, etc.	35 3%	41 4%

**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 2014**

Absolutes/col percents

Table 21  
**SEG**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: AB	390 39%	268 27%
A	127 13%	89 9%
B	263 26%	179 18%
C1	226 23%	278 28%
C2	160 16%	218 22%
D	103 10%	108 11%
E	122 12%	130 13%
NET: DE	225 22%	238 24%



**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 2014**

Absolutes/col percents

Table 22

**Age****Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
18-24	90 9%	119 12%
25-34	157 16%	168 17%
35-44	181 18%	168 17%
45-54	199 20%	178 18%
55-64	156 16%	149 15%
65 or older	218 22%	218 22%
Average age	48.02	47.02

**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 2014**

Absolutes/col percents

Table 23  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	523 52%	490 49%
Female	478 48%	511 51%

**Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th December 2014**

Absolutes/col percents

Table 24  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
Scotland	89 9%	90 9%
North East	36 4%	40 4%
North West	122 12%	110 11%
Yorkshire & Humberside	82 8%	90 9%
West Midlands	90 9%	90 9%
East Midlands	75 7%	70 7%
Wales	52 5%	50 5%
Eastern	103 10%	100 10%
London	125 12%	130 13%
South East	140 14%	140 14%
South West	87 9%	90 9%

**Ashcroft National Poll**  
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Absolutes/col percents

Table 25

**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	1001	1001
Weighted base	1001	1001
Conservative	213 21%	205 21%
Labour	210 21%	172 17%
Liberal Democrat	106 11%	129 13%
Another party	66 7%	56 6%
Didn't vote	303 30%	339 34%
Refused	60 6%	56 6%
Don't know	43 4%	44 4%