

Ashcroft National Poll

CATI Fieldwork : 9th - 11th January 2015

Absolutes/col percents

Table 1

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

Base: All respondents

	Gender			Age						Class				Region					NET: Eng-land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		
Unweighted base	1002	491	511	83	157	176	194	172	220	364	248	160	230	275	254	237	141	95	858	
Weighted base	1002	491	511	119	171	168	176	149	218	272	281	216	233	272	263	240	142	85	869	
Absolutely certain to vote	(10)	572 57%	279 57%	293 57%	39 32%	83 49%	97 58%	97 55%	102 68%	153 70%	178 65%	170 61%	111 51%	112 48%	147 54%	158 60%	135 56%	77 54%	54 64%	493 57%
	(9)	50 5%	28 6%	22 4%	2 2%	11 6%	9 5%	10 5%	8 5%	10 5%	14 5%	16 6%	9 4%	12 5%	15 6%	15 6%	8 3%	11 8%	1 1%	44 5%
	(8)	68 7%	33 7%	35 7%	12 10%	12 7%	6 4%	13 7%	7 5%	17 8%	23 9%	13 5%	16 7%	16 7%	23 8%	16 6%	14 6%	9 6%	7 9%	56 6%
	(7)	49 5%	31 6%	18 3%	9 8%	11 6%	13 8%	12 7%	3 2%	1 *	14 5%	12 4%	12 5%	11 5%	18 7%	11 4%	12 5%	6 4%	3 3%	44 5%
	(6)	28 3%	7 1%	21 4%	7 6%	6 4%	4 2%	6 4%	1 1%	3 1%	6 2%	9 3%	7 3%	6 2%	14 5%	6 2%	3 1%	4 3%	2 2%	25 3%
	(5)	84 8%	42 9%	42 8%	17 15%	12 7%	16 10%	12 7%	13 8%	14 6%	12 4%	19 7%	24 11%	29 12%	19 7%	24 9%	24 10%	12 8%	6 7%	73 8%
	(4)	13 1%	11 2%	2 *	6 5%	2 1%	1 *	1 *	1 1%	2 1%	4 1%	4 1%	4 2%	2 1%	5 2%	4 2%	1 *	* *	2 2%	11 1%
	(3)	21 2%	6 1%	15 3%	8 7%	3 2%	2 1%	5 3%	2 1%	1 *	3 1%	10 3%	4 2%	5 2%	5 2%	7 2%	3 1%	5 3%	1 1%	17 2%
	(2)	24 2%	15 3%	9 2%	9 8%	6 4%	1 1%	2 1%	2 1%	3 2%	3 1%	8 3%	5 2%	7 3%	4 1%	4 1%	10 4%	6 4%	- -	22 2%
Definitely would not vote	(1)	88 9%	38 8%	50 10%	8 7%	25 15%	18 11%	15 9%	10 7%	11 5%	15 5%	18 7%	23 10%	32 14%	20 7%	19 7%	30 12%	11 8%	9 10%	78 9%
Refused		1 *	1 *	1 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	- -	1 1%	1 *
Don't know		5 *	- -	5 1%	2 2%	- -	- -	2 1%	- -	1 *	- -	1 *	2 1%	1 1%	1 *	1 *	1 *	2 1%	- -	5 1%
Mean		7.92	7.96	7.88	6.56	7.31	7.91	7.98	8.48	8.70	8.57	8.11	7.58	7.25	7.99	8.14	7.57	7.84	8.16	7.89
Standard deviation		3.03	2.97	3.09	3.10	3.40	3.07	2.95	2.76	2.55	2.55	2.93	3.16	3.37	2.85	2.88	3.35	3.09	3.01	3.05
Standard error		0.10	0.13	0.14	0.34	0.27	0.23	0.21	0.21	0.17	0.13	0.19	0.25	0.22	0.17	0.18	0.22	0.26	0.31	0.10

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Base: All respondents

		Voting Intention					Swing Vote	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP		DK/Ref	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1002	224	215	55	120	194	410	222	214	120	439	287
Weighted base		1002	222	204	58	118	199	420	220	184	139	421	293
Absolutely certain to vote	(10)	572 57%	162 73%	134 65%	30 51%	76 65%	105 53%	207 49%	173 78%	138 75%	100 72%	313 75%	153 52%
	(9)	50 5%	17 8%	10 5%	3 6%	5 5%	11 6%	30 7%	13 6%	10 5%	7 5%	17 4%	21 7%
	(8)	68 7%	15 7%	10 5%	8 14%	10 8%	11 6%	38 9%	10 4%	7 4%	8 6%	23 5%	34 12%
	(7)	49 5%	7 3%	13 6%	3 5%	6 5%	13 7%	30 7%	7 3%	9 5%	7 5%	17 4%	19 6%
	(6)	28 3%	5 2%	11 5%	2 4%	1 1%	6 3%	14 3%	3 2%	1 *	3 2%	13 3%	9 3%
	(5)	84 8%	9 4%	16 8%	6 10%	14 12%	27 13%	52 12%	9 4%	15 8%	7 5%	25 6%	32 11%
	(4)	13 1%	-	6 3%	1 2%	1 1%	4 2%	8 2%	-	2 1%	-	5 1%	4 1%
	(3)	21 2%	2 1%	2 1%	3 5%	1 1%	6 3%	18 4%	1 *	1 *	3 2%	3 1%	12 4%
	(2)	24 2%	4 2%	4 2%	1 2%	3 2%	10 5%	19 4%	1 1%	-	3 2%	5 1%	8 3%
Definitely would not vote	(1)	88 9%	-	-	-	-	-	-	2 1%	2 1%	1 1%	-	-
Refused		1 *	-	-	-	-	1 1%	-	-	-	-	-	-
Don't know		5 *	-	-	-	-	5 2%	5 1%	1 *	1 *	-	-	-
Mean		7.92	9.19	8.69	8.16	8.67	8.04	7.99	9.33	9.12	8.94	9.10	8.23
Standard deviation		3.03	1.72	2.12	2.41	2.16	2.59	2.53	1.63	1.84	2.10	1.82	2.36
Standard error		0.10	0.11	0.14	0.33	0.20	0.19	0.13	0.11	0.13	0.19	0.09	0.14

Ashcroft National Poll

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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	1002	491	511	83	157	176	194	172	220	364	248	160	230	275	254	237	141	95	858
Weighted base	1002	491	511	119	171	168	176	149	218	272	281	216	233	272	263	240	142	85	869
Conservative	222 22%	116 24%	106 21%	18 15%	35 20%	40 24%	36 20%	35 23%	59 27%	77 28%	64 23%	51 23%	31 13%	64 24%	73 28%	40 17%	36 26%	8 9%	206 24%
Labour	204 20%	93 19%	111 22%	33 27%	42 25%	34 20%	33 19%	24 16%	37 17%	49 18%	66 24%	28 13%	60 26%	62 23%	47 18%	59 24%	22 15%	15 17%	180 21%
Liberal Democrat	58 6%	28 6%	29 6%	8 7%	9 5%	9 5%	9 5%	7 5%	15 7%	25 9%	15 5%	5 2%	12 5%	13 5%	19 7%	14 6%	10 7%	2 2%	53 6%
SNP	27 3%	12 2%	15 3%	- -	6 4%	8 5%	4 2%	5 3%	5 2%	8 3%	5 2%	11 5%	4 2%	- -	- -	- -	- -	27 32%	- -
Plaid Cymru	6 1%	2 *	5 1%	- -	2 1%	- -	- -	1 1%	4 2%	1 *	2 1%	2 1%	1 1%	- -	- -	- -	6 5%	- -	- -
The UK Independence Party	118 12%	73 15%	45 9%	8 7%	15 9%	13 8%	26 15%	24 16%	32 15%	25 9%	28 10%	31 14%	34 14%	34 12%	36 14%	28 12%	19 13%	2 2%	109 13%
The Green Party	61 6%	28 6%	33 7%	14 12%	16 10%	10 6%	12 7%	6 4%	3 1%	15 6%	27 10%	13 6%	6 3%	19 7%	19 7%	8 3%	10 7%	5 5%	54 6%
The British National Party	4 *	3 1%	1 *	- -	- -	1 1%	2 1%	1 1%	- -	1 *	1 *	- -	3 1%	- -	1 1%	1 1%	1 1%	- -	3 *
Another party	13 1%	5 1%	8 2%	5 4%	1 *	2 1%	1 *	2 1%	2 1%	4 1%	3 1%	1 *	5 2%	5 2%	4 2%	3 1%	1 1%	- -	13 1%
Would not vote	88 9%	38 8%	50 10%	8 7%	25 15%	18 11%	15 9%	10 7%	11 5%	15 5%	18 7%	23 10%	32 14%	20 7%	19 7%	30 12%	11 8%	9 10%	78 9%
Refused	73 7%	30 6%	44 9%	6 5%	7 4%	7 4%	16 9%	13 8%	25 11%	20 7%	16 6%	16 8%	22 9%	25 9%	19 7%	18 7%	6 4%	6 7%	66 8%
Don't know	126 13%	64 13%	63 12%	19 16%	13 7%	25 15%	21 12%	21 14%	26 12%	32 12%	36 13%	34 16%	24 10%	30 11%	26 10%	39 16%	19 13%	12 14%	107 12%

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	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	224	215	55	120	194	410	222	214	120	439	287
Weighted base	1002	222	204	58	118	199	420	220	184	139	421	293
Conservative	222 22%	222 100%	-	-	-	-	84 20%	148 67%	9 5%	19 14%	138 33%	84 29%
Labour	204 20%	-	204 100%	-	-	-	56 13%	9 4%	111 61%	17 12%	148 35%	56 19%
Liberal Democrat	58 6%	-	-	58 100%	-	-	34 8%	2 1%	* *	31 22%	24 6%	34 12%
SNP	27 3%	-	-	-	-	-	9 2%	-	4 2%	3 2%	18 4%	9 3%
Plaid Cymru	6 1%	-	-	-	-	-	4 1%	1 *	1 1%	-	3 1%	4 1%
The UK Independence Party	118 12%	-	-	-	118 100%	-	52 12%	29 13%	20 11%	16 12%	66 16%	52 18%
The Green Party	61 6%	-	-	-	-	-	43 10%	4 2%	10 5%	24 17%	19 4%	43 14%
The British National Party	4 *	-	-	-	-	-	1 *	1 *	-	-	4 1%	1 *
Another party	13 1%	-	-	-	-	-	11 3%	1 *	3 2%	4 3%	2 *	11 4%
Would not vote	88 9%	-	-	-	-	-	-	2 1%	2 1%	1 1%	-	-
Refused	73 7%	-	-	-	-	73 37%	-	6 3%	6 3%	6 4%	-	-
Don't know	126 13%	-	-	-	-	126 63%	126 30%	19 9%	18 10%	17 12%	-	-

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Table 3

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

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

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

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

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	539	276	264	31	85	95	103	97	128	220	138	76	104	148	140	115	80	56	454
Weighted base	515	263	252	44	90	86	91	81	122	160	151	101	103	139	144	109	77	47	440
Conservative	175 34%	89 34%	86 34%	12 28%	27 30%	32 37%	28 31%	28 34%	47 38%	64 40%	52 34%	37 37%	22 21%	52 37%	56 39%	32 29%	29 38%	7 14%	161 37%
Labour	145 28%	65 25%	80 32%	17 37%	30 33%	24 28%	25 27%	19 23%	31 25%	36 23%	45 30%	20 20%	43 42%	40 29%	33 23%	44 41%	16 21%	11 24%	127 29%
Liberal Democrat	37 7%	21 8%	16 7%	4 8%	5 6%	6 7%	5 5%	5 6%	12 10%	20 13%	9 6%	2 2%	5 5%	8 6%	10 7%	8 7%	8 11%	2 4%	33 7%
SNP	22 4%	10 4%	12 5%	- -	4 5%	6 7%	3 4%	4 5%	4 3%	6 4%	4 3%	9 9%	3 3%	- -	- -	- -	- -	22 48%	- -
Plaid Cymru	4 1%	1 1%	2 1%	- -	1 2%	- -	- -	1 1%	1 1%	1 1%	1 1%	1 1%	* *	- -	- -	- -	4 5%	- -	- -
The UK Independence Party	84 16%	53 20%	30 12%	4 8%	9 10%	8 9%	20 22%	18 22%	25 21%	20 12%	21 14%	21 21%	22 21%	25 18%	27 19%	17 15%	14 18%	1 3%	77 17%
The Green Party	41 8%	20 8%	21 8%	8 17%	13 14%	8 9%	8 9%	4 5%	1 1%	10 7%	19 12%	9 9%	4 3%	13 9%	14 10%	6 5%	5 7%	4 8%	36 8%
The British National Party	3 *	1 *	1 1%	- -	- -	1 1%	1 1%	1 1%	- -	1 *	1 *	- -	1 1%	- -	1 1%	1 1%	* *	- -	3 1%
Another party	5 1%	2 1%	3 1%	1 2%	* *	* *	1 1%	2 2%	1 1%	2 1%	* *	1 1%	2 2%	1 1%	2 1%	2 2%	* *	- -	5 1%

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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

	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	539	178	157	37	87	-	193	163	151	78	346	193
Weighted base	515	175	145	37	84	-	191	159	127	88	324	191
Conservative	175	175	-	-	-	-	60	125	8	15	114	60
	34%	100%	-	-	-	-	31%	79%	6%	17%	35%	31%
Labour	145	-	145	-	-	-	35	6	90	13	109	35
	28%	-	100%	-	-	-	19%	4%	71%	15%	34%	19%
Liberal Democrat	37	-	-	37	-	-	18	2	*	25	19	18
	7%	-	-	100%	-	-	9%	1%	*	29%	6%	9%
SNP	22	-	-	-	-	-	7	-	3	2	15	7
	4%	-	-	-	-	-	4%	-	3%	2%	5%	4%
Plaid Cymru	4	-	-	-	-	-	2	1	*	-	1	2
	1%	-	-	-	-	-	1%	*	*	-	*	1%
The UK Independence Party	84	-	-	-	84	-	36	22	17	14	47	36
	16%	-	-	-	100%	-	19%	14%	13%	16%	15%	19%
The Green Party	41	-	-	-	-	-	27	2	7	17	14	27
	8%	-	-	-	-	-	14%	1%	5%	20%	4%	14%
The British National Party	3	-	-	-	-	-	1	1	-	-	2	1
	*	-	-	-	-	-	*	*	-	-	1%	*
Another party	5	-	-	-	-	-	4	1	2	1	1	4
	1%	-	-	-	-	-	2%	*	1%	1%	*	2%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	34%
Labour	28%
Liberal Democrat/ Liberal	8%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	16%
The Green Party	8%
Other	1%

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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	726	366	360	58	118	128	138	122	162	279	185	108	154	200	192	155	110	69	617
Weighted base	714	360	355	86	126	118	123	105	156	205	211	143	155	197	199	154	106	58	617
Will definitely vote that way	421 59%	218 61%	202 57%	42 48%	60 47%	61 52%	86 69%	66 63%	107 69%	115 56%	119 56%	85 60%	101 65%	111 56%	119 60%	91 60%	59 56%	40 69%	354 57%
Might end up voting differently	293 41%	141 39%	152 43%	45 52%	66 53%	57 48%	38 31%	39 37%	49 31%	90 44%	92 44%	57 40%	54 35%	87 44%	80 40%	62 40%	46 44%	18 31%	263 43%

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Table 5

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

Base: All naming a party they would vote for tomorrow

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	726	224	215	55	120	-	287	196	186	99	439	287
Weighted base	714	222	204	58	118	-	293	193	159	115	421	293
Will definitely vote that way	421 59%	138 62%	148 73%	24 41%	66 56%	-	-	121 63%	115 73%	47 41%	421 100%	-
Might end up voting differently	293 41%	84 38%	56 27%	34 59%	52 44%	-	293 100%	72 37%	43 27%	68 59%	-	293 100%

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Table 6

Q5. Overall, would you say Britain is going in the right direction, or the wrong direction?

Base: All respondents

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1002	491	511	83	157	176	194	172	220	364	248	160	230	275	254	237	141	95	858
Weighted base	1002	491	511	119	171	168	176	149	218	272	281	216	233	272	263	240	142	85	869
Right direction	405 40%	224 46%	181 35%	62 52%	63 37%	72 43%	66 38%	56 38%	86 39%	130 48%	127 45%	80 37%	67 29%	125 46%	107 41%	79 33%	59 42%	34 41%	353 41%
Wrong direction	518 52%	245 50%	273 53%	48 40%	97 57%	80 48%	95 54%	85 57%	113 52%	116 43%	128 46%	122 57%	151 65%	123 45%	136 52%	145 60%	71 50%	44 51%	444 51%
Don't know	79 8%	22 5%	57 11%	9 8%	11 7%	16 10%	15 8%	8 5%	19 9%	25 9%	25 9%	13 6%	15 6%	24 9%	20 8%	17 7%	12 8%	7 8%	71 8%

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Table 6

Q5. Overall, would you say Britain is going in the right direction, or the wrong direction?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	224	215	55	120	194	410	222	214	120	439	287
Weighted base	1002	222	204	58	118	199	420	220	184	139	421	293
Right direction	405 40%	179 80%	68 33%	26 45%	27 22%	62 31%	157 37%	143 65%	51 28%	50 36%	207 49%	119 41%
Wrong direction	518 52%	29 13%	127 62%	28 48%	89 76%	105 52%	218 52%	65 29%	121 66%	78 56%	198 47%	150 51%
Don't know	79 8%	14 6%	9 4%	4 8%	2 2%	33 17%	45 11%	13 6%	12 6%	11 8%	15 4%	24 8%

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Table 7
Q6. Thinking about you and your family's personal circumstances, which of these statements comes closest to your view even if you don't completely agree with any of them?
Base: All respondents

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1002	491	511	83	157	176	194	172	220	364	248	160	230	275	254	237	141	95	858
Weighted base	1002	491	511	119	171	168	176	149	218	272	281	216	233	272	263	240	142	85	869
The economy is still not recovering from the recession	232 23%	104 21%	127 25%	22 19%	39 23%	41 25%	39 22%	35 24%	54 25%	54 20%	61 22%	53 24%	64 28%	66 24%	54 21%	55 23%	26 19%	30 35%	191 22%
The economy is recovering from the recession and I am feeling better off as a result	145 14%	83 17%	62 12%	21 17%	31 18%	28 16%	17 10%	25 16%	24 11%	50 18%	48 17%	28 13%	19 8%	44 16%	40 15%	27 11%	25 17%	9 11%	130 15%
The economy is recovering from the recession but I do not feel any better off	389 39%	169 34%	219 43%	40 34%	48 28%	71 42%	79 45%	60 40%	91 42%	97 35%	105 37%	89 41%	98 42%	97 36%	94 36%	109 46%	60 42%	30 35%	339 39%
The recession did not really make me any worse off in the first place	237 24%	134 27%	102 20%	36 30%	52 31%	28 17%	41 23%	29 20%	49 23%	71 26%	67 24%	46 22%	52 22%	65 24%	75 28%	49 20%	31 22%	16 19%	209 24%

Ashcroft National Poll
CATI Fieldwork : 9th - 11th January 2015

Absolutes/col percents

Table 7

Q6. Thinking about you and your family's personal circumstances, which of these statements comes closest to your view even if you don't completely agree with any of them?

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	1002	224	215	55	120	194	410	222	214	120	439	287
Weighted base	1002	222	204	58	118	199	420	220	184	139	421	293
The economy is still not recovering from the recession	232 23%	18 8%	59 29%	10 18%	31 26%	48 24%	92 22%	31 14%	65 35%	27 19%	92 22%	65 22%
The economy is recovering from the recession and I am feeling better off as a result	145 14%	73 33%	16 8%	7 13%	12 10%	21 11%	47 11%	57 26%	17 9%	13 9%	78 18%	38 13%
The economy is recovering from the recession but I do not feel any better off	389 39%	74 33%	83 41%	24 41%	53 45%	83 42%	175 42%	79 36%	78 42%	65 47%	158 37%	117 40%
The recession did not really make me any worse off in the first place	237 24%	58 26%	46 23%	16 28%	23 19%	48 24%	106 25%	54 25%	25 13%	34 25%	93 22%	73 25%

Ashcroft National Poll
CATI Fieldwork : 9th - 11th January 2015

Absolutes/col percents

Table 8
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Yes	604 60%	611 61%
No	398 40%	391 39%

Ashcroft National Poll
CATI Fieldwork : 9th - 11th January 2015

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Owners	656 65%	651 65%
Owned outright - without mortgage	312 31%	331 33%
Owned with a mortgage or loan	344 34%	320 32%
NET: Renters	327 33%	336 33%
Rented from the council	95 9%	140 14%
Rented from a housing association	76 8%	59 6%
Rented from someone else	156 16%	136 14%
Rent free	19 2%	15 2%

Ashcroft National Poll
CATI Fieldwork : 9th - 11th January 2015

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
None	232 23%	210 21%
1	407 41%	421 42%
2	271 27%	281 28%
3+	92 9%	90 9%
Mean	1.27	1.31
Standard deviation	1.11	1.11
Standard error	0.03	0.03

Ashcroft National Poll
CATI Fieldwork : 9th - 11th January 2015

Absolutes/col percents

Table 11
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Working	600 60%	561 56%
Working full time - working 30 hours per week or more	450 45%	441 44%
Working part time - working between 8 and 29 hours per week	150 15%	120 12%
NET: Not Working	402 40%	441 44%
Not working but seeking work or temporarily unemployed or sick	62 6%	68 7%
Not working and not seeking work/ student	65 6%	85 8%
Retired on a state pension only	93 9%	98 10%
Retired with a private pension	149 15%	147 15%
House person, housewife, househusband, etc.	33 3%	43 4%

Ashcroft National Poll
CATI Fieldwork : 9th - 11th January 2015

Absolutes/col percents

Table 12
SEG
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
NET: AB	364 36%	268 27%
A	116 12%	86 9%
B	248 25%	182 18%
C1	248 25%	278 28%
C2	160 16%	218 22%
D	100 10%	100 10%
E	130 13%	138 14%
NET: DE	230 23%	238 24%

Ashcroft National Poll
CATI Fieldwork : 9th - 11th January 2015

Absolutes/col percents

Table 13
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
18-24	83 8%	119 12%
25-34	157 16%	169 17%
35-44	176 18%	169 17%
45-54	194 19%	179 18%
55-64	172 17%	149 15%
65 or older	220 22%	218 22%
Average age	48.47	47.02

Ashcroft National Poll
CATI Fieldwork : 9th - 11th January 2015

Absolutes/col percents

Table 14
Gender
Base: All respondents

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

Ashcroft National Poll
CATI Fieldwork : 9th - 11th January 2015

Absolutes/col percents

Table 15
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Scotland	95 9%	90 9%
North East	38 4%	40 4%
North West	114 11%	110 11%
Yorkshire & Humberside	85 8%	90 9%
West Midlands	92 9%	90 9%
East Midlands	68 7%	70 7%
Wales	49 5%	50 5%
Eastern	94 9%	100 10%
London	132 13%	130 13%
South East	143 14%	140 14%
South West	92 9%	90 9%

Ashcroft National Poll
CATI Fieldwork : 9th - 11th January 2015

Absolutes/col percents

Table 16

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

Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Conservative	222 22%	220 22%
Labour	214 21%	184 18%
Liberal Democrat	120 12%	139 14%
Another party	76 8%	60 6%
Didn't vote	281 28%	311 31%
Refused	56 6%	54 5%
Don't know	33 3%	34 3%