

Ashcroft National Poll

CATI Fieldwork : 16th - 18th 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						
	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	1004	484	520	86	158	170	199	168	223	370	234	148	252	286	243	249	140	86	871	
Weighted base	1004	492	512	119	170	169	181	147	218	272	279	217	236	276	260	241	140	88	867	
Absolutely certain to vote	(10)	551 55%	263 54%	288 56%	43 37%	74 43%	78 46%	104 57%	100 68%	152 70%	158 58%	166 59%	108 50%	120 51%	164 59%	132 51%	131 55%	73 52%	51 58%	472 54%
	(9)	56 6%	28 6%	28 5%	3 3%	18 10%	13 8%	5 3%	6 4%	11 5%	22 8%	14 5%	13 6%	7 3%	18 6%	15 6%	14 6%	6 4%	3 3%	53 6%
	(8)	82 8%	41 8%	40 8%	13 11%	15 9%	17 10%	20 11%	6 4%	10 5%	17 7%	18 6%	28 8%	16 12%	28 6%	20 11%	10 8%	8 7%	9 9%	71 8%
	(7)	48 5%	27 6%	20 4%	9 7%	8 5%	11 7%	9 5%	6 4%	4 2%	15 5%	14 5%	10 4%	9 4%	13 5%	11 4%	15 6%	8 6%	1 1%	44 5%
	(6)	21 2%	8 2%	13 3%	7 6%	7 4%	1 1%	3 1%	2 2%	1 *	7 3%	7 2%	4 2%	3 1%	6 2%	5 2%	3 1%	3 2%	3 3%	15 2%
	(5)	84 8%	42 9%	42 8%	14 12%	19 11%	15 9%	17 9%	5 3%	15 7%	16 6%	21 8%	22 10%	26 11%	14 5%	24 9%	24 10%	16 11%	6 7%	73 8%
	(4)	17 2%	9 2%	8 2%	5 4%	2 1%	3 2%	5 3%	1 1%	1 1%	4 1%	6 2%	- -	7 3%	5 2%	4 2%	4 2%	2 2%	2 2%	15 2%
	(3)	25 3%	12 2%	13 3%	9 7%	6 4%	7 4%	2 1%	- -	2 1%	9 3%	5 2%	6 3%	6 2%	8 3%	4 1%	6 2%	6 4%	2 2%	21 2%
	(2)	12 1%	7 2%	4 1%	1 1%	4 3%	4 2%	- -	- -	2 1%	4 1%	2 1%	4 2%	2 1%	3 1%	3 1%	4 2%	1 *	- -	12 1%
Definitely would not vote	(1)	106 11%	53 11%	53 10%	15 12%	17 10%	19 11%	17 9%	20 13%	18 8%	18 7%	28 10%	33 15%	27 11%	29 10%	31 12%	19 8%	14 10%	12 14%	89 10%
Don't know		3 *	1 *	2 *	- -	- -	2 1%	- -	- -	1 *	1 *	- -	2 1%	- -	- -	2 1%	1 *	- -	- -	3 *
Mean		7.81	7.74	7.88	6.76	7.42	7.47	8.00	8.26	8.50	8.20	7.98	7.38	7.56	7.99	7.66	7.92	7.62	7.75	7.82
Standard deviation		3.10	3.13	3.07	3.21	3.12	3.20	2.92	3.14	2.85	2.80	3.05	3.38	3.17	3.10	3.16	2.95	3.13	3.31	3.09
Standard error		0.10	0.14	0.13	0.35	0.25	0.25	0.21	0.24	0.19	0.15	0.20	0.28	0.20	0.18	0.20	0.19	0.26	0.36	0.10

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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		1004	191	203	55	100	224	429	210	187	113	388	290
Weighted base		1004	185	201	58	102	220	432	202	169	127	386	293
Absolutely certain to vote	(10)	551 55%	125 67%	126 62%	37 64%	70 68%	110 50%	199 46%	161 80%	129 77%	94 74%	288 75%	153 52%
	(9)	56 6%	15 8%	12 6%	3 5%	2 2%	16 7%	37 9%	9 5%	8 5%	10 8%	14 4%	26 9%
	(8)	82 8%	17 9%	17 9%	6 11%	12 12%	15 7%	39 9%	14 7%	8 5%	11 9%	37 10%	29 10%
	(7)	48 5%	9 5%	9 4%	2 3%	6 6%	18 8%	33 8%	6 3%	6 3%	5 4%	14 3%	17 6%
	(6)	21 2%	2 1%	2 1%	2 4%	1 1%	8 4%	15 3%	1 1%	- -	- -	4 1%	9 3%
	(5)	84 8%	9 5%	17 8%	6 10%	7 6%	37 17%	62 14%	4 2%	14 8%	3 2%	18 5%	30 10%
	(4)	17 2%	1 1%	4 2%	- -	2 2%	6 3%	15 3%	2 1%	- -	- -	2 1%	8 3%
	(3)	25 3%	4 2%	12 6%	* 1%	1 1%	6 3%	19 4%	2 1%	2 1%	- -	6 2%	13 4%
	(2)	12 1%	3 2%	3 1%	1 2%	4 4%	2 1%	9 2%	- -	- -	- -	2 1%	8 3%
Definitely would not vote	(1)	106 11%	- -	- -	- -	- -	- -	- -	3 1%	2 1%	3 3%	- -	- -
Don't know		3 *	- -	- -	- -	- -	3 1%	3 1%	- -	- -	- -	- -	- -
Mean		7.81	8.97	8.52	8.75	8.81	8.11	7.94	9.37	9.15	9.28	9.19	8.22
Standard deviation		3.10	1.92	2.34	2.03	2.11	2.31	2.43	1.59	1.87	1.72	1.68	2.40
Standard error		0.10	0.14	0.16	0.27	0.21	0.15	0.12	0.11	0.14	0.16	0.09	0.14

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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	1004	484	520	86	158	170	199	168	223	370	234	148	252	286	243	249	140	86	871
Weighted base	1004	492	512	119	170	169	181	147	218	272	279	217	236	276	260	241	140	88	867
Conservative	185 18%	105 21%	80 16%	15 13%	38 22%	27 16%	27 15%	26 18%	52 24%	64 23%	54 19%	26 12%	41 18%	66 24%	44 17%	51 21%	20 14%	4 5%	176 20%
Labour	201 20%	88 18%	113 22%	32 27%	38 22%	31 18%	32 18%	27 19%	41 19%	49 18%	54 19%	44 20%	54 23%	53 19%	47 18%	55 23%	32 23%	14 16%	172 20%
Liberal Democrat	58 6%	25 5%	33 6%	3 2%	9 5%	8 5%	19 11%	7 4%	12 5%	11 4%	23 8%	11 5%	13 6%	23 8%	15 6%	11 5%	7 5%	2 2%	56 6%
SNP	29 3%	15 3%	15 3%	2 2%	4 3%	3 2%	6 3%	10 7%	4 3%	7 2%	12 4%	4 2%	6 3%	-	-	-	-	29 33%	-
Plaid Cymru	7 1%	2 *	5 1%	2 2%	2 1%	-	1 *	* *	3 1%	2 1%	3 1%	-	2 1%	-	-	-	7 5%	-	-
The UK Independence Party	102 10%	62 13%	41 8%	10 8%	11 7%	17 10%	22 12%	18 12%	24 11%	20 7%	26 9%	27 13%	29 12%	26 9%	31 12%	24 10%	21 15%	1 1%	96 11%
The Green Party	72 7%	38 8%	35 7%	17 14%	16 9%	19 11%	11 6%	8 6%	2 1%	20 7%	24 9%	16 7%	12 5%	23 8%	22 9%	19 8%	6 4%	3 4%	68 8%
The British National Party	8 1%	5 1%	3 1%	2 2%	4 2%	2 1%	1 1%	-	-	1 *	-	6 3%	2 1%	-	6 2%	1 *	1 1%	-	8 1%
Another party	15 1%	7 1%	7 1%	-	4 2%	1 1%	5 3%	2 1%	2 1%	3 1%	6 2%	3 1%	3 1%	5 2%	5 2%	2 1%	3 2%	-	15 2%
Would not vote	106 11%	53 11%	53 10%	15 12%	17 10%	19 11%	17 9%	20 13%	18 8%	18 7%	28 10%	33 15%	27 11%	29 10%	31 12%	19 8%	14 10%	12 14%	89 10%
Refused	80 8%	32 7%	48 9%	2 2%	5 3%	13 8%	23 13%	12 8%	25 12%	31 11%	21 8%	16 7%	12 5%	11 4%	28 11%	22 9%	11 8%	8 9%	69 8%
Don't know	139 14%	59 12%	80 16%	20 17%	22 13%	30 18%	17 10%	16 11%	34 16%	46 17%	26 9%	33 15%	33 14%	40 14%	31 12%	36 15%	19 13%	14 16%	118 14%

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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	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	191	203	55	100	224	429	210	187	113	388	290
Weighted base	1004	185	201	58	102	220	432	202	169	127	386	293
Conservative	185 18%	185 100%	-	-	-	-	74 17%	112 56%	4 3%	14 11%	111 29%	74 25%
Labour	201 20%	-	201 100%	-	-	-	82 19%	9 5%	110 65%	17 13%	119 31%	82 28%
Liberal Democrat	58 6%	-	-	58 100%	-	-	27 6%	7 3%	-	34 27%	31 8%	27 9%
SNP	29 3%	-	-	-	-	-	11 3%	-	7 4%	2 2%	18 5%	11 4%
Plaid Cymru	7 1%	-	-	-	-	-	5 1%	-	1 1%	-	2 1%	5 2%
The UK Independence Party	102 10%	-	-	-	102 100%	-	39 9%	40 20%	13 8%	10 8%	63 16%	39 13%
The Green Party	72 7%	-	-	-	-	-	43 10%	7 3%	8 4%	20 15%	30 8%	43 15%
The British National Party	8 1%	-	-	-	-	-	2 1%	-	1 *	-	6 1%	2 1%
Another party	15 1%	-	-	-	-	-	9 2%	-	3 2%	1 1%	6 1%	9 3%
Would not vote	106 11%	-	-	-	-	-	-	3 1%	2 1%	3 3%	-	-
Refused	80 8%	-	-	-	-	80 37%	-	8 4%	6 3%	5 4%	-	-
Don't know	139 14%	-	-	-	-	139 63%	139 32%	16 8%	14 9%	22 17%	-	-

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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	494	248	246	37	79	77	96	91	114	183	124	67	119	150	113	120	64	46	424
Weighted base	494	251	243	51	85	73	90	82	113	132	149	101	112	147	122	117	66	43	427
Conservative	141 28%	79 31%	62 25%	8 16%	27 32%	19 26%	22 24%	22 27%	42 37%	51 39%	39 26%	22 22%	29 26%	48 33%	34 28%	42 36%	14 21%	3 8%	133 31%
Labour	140 28%	60 24%	80 33%	18 35%	24 28%	21 29%	22 24%	23 28%	33 29%	35 27%	38 26%	29 29%	37 33%	36 24%	33 27%	36 31%	25 38%	10 24%	117 27%
Liberal Democrat	42 8%	19 7%	23 9%	2 3%	5 6%	6 8%	15 16%	5 6%	10 8%	8 6%	16 11%	8 8%	9 8%	18 12%	10 8%	8 7%	4 6%	2 4%	40 9%
SNP	25 5%	12 5%	12 5%	2 3%	4 5%	2 3%	4 5%	9 11%	4 3%	6 4%	11 7%	3 3%	5 4%	-	-	-	-	25 58%	-
Plaid Cymru	3 1%	1 *	2 1%	1 1%	1 1%	-	* *	* *	1 1%	1 1%	2 1%	-	* *	-	-	-	3 5%	-	-
The UK Independence Party	75 15%	43 17%	32 13%	6 12%	6 7%	11 16%	16 18%	15 18%	20 18%	14 11%	19 13%	21 21%	21 19%	23 16%	21 17%	17 14%	14 21%	1 1%	71 17%
The Green Party	55 11%	28 11%	26 11%	13 26%	12 14%	13 18%	8 9%	6 8%	2 1%	15 11%	20 13%	12 12%	8 7%	18 13%	18 15%	12 10%	4 5%	2 4%	52 12%
The British National Party	3 1%	3 1%	1 *	2 3%	1 2%	* *	* *	-	-	* *	-	2 2%	1 1%	-	2 2%	1 1%	* *	-	3 1%
Another party	11 2%	6 2%	5 2%	-	4 5%	1 1%	3 3%	2 2%	2 2%	2 1%	5 3%	2 2%	2 2%	4 3%	4 3%	1 1%	2 3%	-	11 3%

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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	494	145	146	38	73	-	188	149	133	71	306	188
Weighted base	494	141	140	42	75	-	191	148	119	82	303	191
Conservative	141	141	-	-	-	-	47	97	3	12	94	47
	28%	100%	-	-	-	-	25%	65%	3%	14%	31%	25%
Labour	140	-	140	-	-	-	47	6	91	14	93	47
	28%	-	100%	-	-	-	25%	4%	76%	17%	31%	25%
Liberal Democrat	42	-	-	42	-	-	18	6	-	29	23	18
	8%	-	-	100%	-	-	10%	4%	-	36%	8%	10%
SNP	25	-	-	-	-	-	9	-	6	2	16	9
	5%	-	-	-	-	-	5%	-	5%	3%	5%	5%
Plaid Cymru	3	-	-	-	-	-	2	-	*	-	1	2
	1%	-	-	-	-	-	1%	-	*	-	*	1%
The UK Independence Party	75	-	-	-	75	-	26	34	9	8	49	26
	15%	-	-	-	100%	-	14%	23%	8%	10%	16%	14%
The Green Party	55	-	-	-	-	-	33	6	7	16	22	33
	11%	-	-	-	-	-	17%	4%	6%	20%	7%	17%
The British National Party	3	-	-	-	-	-	2	-	1	-	2	2
	1%	-	-	-	-	-	1%	-	1%	-	1%	1%
Another party	11	-	-	-	-	-	6	-	3	1	5	6
	2%	-	-	-	-	-	3%	-	2%	1%	2%	3%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	29%
Labour	28%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	5%
Plaid Cymru	1%
The UK Independence Party	15%
The Green Party	11%
Other	3%

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Absolutes/col percents

Table 5

Q4. The next general election will take place on May 7th 2015. 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	678	342	336	60	119	111	134	111	143	245	170	89	174	201	158	167	95	57	587
Weighted base	679	347	331	82	127	107	124	99	140	177	203	136	163	196	170	164	96	53	590
Will definitely vote that way	386 57%	206 59%	180 54%	41 50%	65 51%	52 49%	68 55%	68 68%	92 65%	95 54%	108 53%	80 59%	102 63%	109 56%	90 53%	101 62%	56 58%	30 56%	337 57%
Might end up voting differently	293 43%	141 41%	152 46%	41 50%	61 49%	55 51%	55 45%	31 32%	49 35%	82 46%	95 47%	55 41%	61 37%	87 44%	80 47%	63 38%	40 42%	23 44%	254 43%

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Table 5

Q4. The next general election will take place on May 7th 2015. 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	678	191	203	55	100	-	290	178	164	84	388	290
Weighted base	679	185	201	58	102	-	293	175	146	98	386	293
Will definitely vote that way	386	111	119	31	63	-	-	119	95	47	386	-
	57%	60%	59%	53%	62%	-	-	68%	65%	48%	100%	-
Might end up voting differently	293	74	82	27	39	-	293	56	52	50	-	293
	43%	40%	41%	47%	38%	-	100%	32%	35%	52%	-	100%

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Table 6

Q5. How much attention would you say you are paying right now to the campaign that political parties, their leaders and their candidates are running for the General Election?

Base: All respondents

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1004	484	520	86	158	170	199	168	223	370	234	148	252	286	243	249	140	86	871
Weighted base	1004	492	512	119	170	169	181	147	218	272	279	217	236	276	260	241	140	88	867
A great deal of attention	132 13%	87 18%	45 9%	9 8%	21 12%	15 9%	21 11%	28 19%	39 18%	46 17%	39 14%	20 9%	26 11%	32 11%	33 13%	28 12%	21 15%	17 19%	106 12%
Some attention	376 37%	173 35%	203 40%	45 38%	66 39%	62 36%	61 34%	53 36%	89 41%	109 40%	101 36%	84 39%	82 35%	122 44%	93 36%	105 44%	43 31%	12 14%	350 40%
A little attention	276 27%	124 25%	152 30%	44 37%	38 22%	47 28%	58 32%	37 25%	52 24%	76 28%	80 29%	53 24%	67 28%	74 27%	74 28%	54 22%	44 31%	31 35%	232 27%
No attention	220 22%	108 22%	112 22%	21 18%	46 27%	45 27%	41 23%	29 20%	38 17%	40 15%	59 21%	60 28%	61 26%	48 18%	60 23%	54 22%	31 22%	28 31%	180 21%

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Table 6

Q5. How much attention would you say you are paying right now to the campaign that political parties, their leaders and their candidates are running for the General Election?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	191	203	55	100	224	429	210	187	113	388	290
Weighted base	1004	185	201	58	102	220	432	202	169	127	386	293
A great deal of attention	132 13%	30 16%	40 20%	7 13%	17 16%	12 5%	31 7%	41 20%	34 20%	11 8%	85 22%	28 10%
Some attention	376 37%	81 43%	88 43%	21 37%	47 46%	84 38%	159 37%	84 42%	78 46%	64 50%	170 44%	114 39%
A little attention	276 27%	53 28%	47 23%	19 34%	26 26%	71 32%	151 35%	53 26%	34 20%	32 25%	85 22%	102 35%
No attention	220 22%	22 12%	27 13%	10 17%	12 11%	54 24%	91 21%	24 12%	22 13%	21 16%	46 12%	48 17%

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Table 7

Q6. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1004	484	520	86	158	170	199	168	223	370	234	148	252	286	243	249	140	86	871
Weighted base	1004	492	512	119	170	169	181	147	218	272	279	217	236	276	260	241	140	88	867
David Cameron and George Osborne	415 41%	215 44%	200 39%	49 41%	64 37%	65 39%	76 42%	54 37%	107 49%	134 49%	131 47%	60 27%	90 38%	142 52%	96 37%	104 43%	52 37%	20 23%	377 44%
Ed Miliband and Ed Balls	260 26%	116 24%	144 28%	42 35%	50 29%	35 21%	41 23%	40 27%	52 24%	55 20%	74 26%	69 32%	62 26%	62 22%	71 28%	64 27%	41 29%	22 25%	220 25%
Neither	262 26%	138 28%	124 24%	20 17%	41 24%	55 33%	52 29%	47 32%	47 21%	67 25%	56 20%	68 32%	71 30%	60 22%	70 27%	56 23%	36 26%	40 46%	212 24%
Don't know	67 7%	22 5%	45 9%	8 7%	16 9%	13 8%	12 7%	6 4%	11 5%	16 6%	18 6%	20 9%	13 6%	12 4%	21 8%	17 7%	11 8%	6 7%	58 7%

Ashcroft National Poll
CATI Fieldwork : 16th - 18th January 2015

Absolutes/col percents

Table 7

Q6. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	191	203	55	100	224	429	210	187	113	388	290
Weighted base	1004	185	201	58	102	220	432	202	169	127	386	293
David Cameron and George Osborne	415 41%	172 93%	32 16%	38 65%	37 37%	81 37%	196 45%	164 81%	20 12%	48 38%	164 43%	142 49%
Ed Miliband and Ed Balls	260 26%	6 3%	143 71%	10 18%	25 25%	21 10%	97 22%	13 6%	104 62%	39 31%	134 35%	83 28%
Neither	262 26%	7 4%	23 11%	10 18%	38 37%	81 37%	112 26%	24 12%	34 20%	37 29%	75 19%	61 21%
Don't know	67 7%	-	4 2%	-	1 1%	37 17%	27 6%	1 1%	10 6%	2 2%	13 3%	6 2%

Ashcroft National Poll
CATI Fieldwork : 16th - 18th 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	1004	1004
Weighted base	1004	1004
Yes	616 61%	612 61%
No	388 39%	392 39%

Ashcroft National Poll
CATI Fieldwork : 16th - 18th 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	1004	1004
Weighted base	1004	1004
NET: Owners	632 63%	652 65%
Owned outright - without mortgage	288 29%	331 33%
Owned with a mortgage or loan	344 34%	321 32%
NET: Renters	348 35%	331 33%
Rented from the council	115 11%	141 14%
Rented from a housing association	74 7%	60 6%
Rented from someone else	159 16%	130 13%
Rent free	24 2%	20 2%

Ashcroft National Poll
CATI Fieldwork : 16th - 18th January 2015

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
None	205 20%	211 21%
1	395 39%	422 42%
2	293 29%	281 28%
3+	111 11%	90 9%
Mean	1.44	1.38
Standard deviation	1.67	1.79
Standard error	0.05	0.06

Ashcroft National Poll
CATI Fieldwork : 16th - 18th January 2015

Absolutes/col percents

Table 11
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Working	632 63%	562 56%
Working full time - working 30 hours per week or more	489 49%	442 44%
Working part time - working between 8 and 29 hours per week	143 14%	120 12%
NET: Not Working	372 37%	442 44%
Not working but seeking work or temporarily unemployed or sick	40 4%	51 5%
Not working and not seeking work/ student	58 6%	86 9%
Retired on a state pension only	111 11%	111 11%
Retired with a private pension	126 13%	146 15%
House person, housewife, househusband, etc.	37 4%	48 5%

Ashcroft National Poll
CATI Fieldwork : 16th - 18th January 2015

Absolutes/col percents

Table 12
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: AB	370 37%	268 27%
A	110 11%	83 8%
B	260 26%	186 19%
C1	234 23%	278 28%
C2	148 15%	219 22%
D	114 11%	98 10%
E	138 14%	141 14%
NET: DE	252 25%	239 24%

Ashcroft National Poll
CATI Fieldwork : 16th - 18th January 2015

Absolutes/col percents

Table 13

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
18-24	86 9%	119 12%
25-34	158 16%	169 17%
35-44	170 17%	169 17%
45-54	199 20%	179 18%
55-64	168 17%	149 15%
65 or older	223 22%	219 22%
Average age	48.44	47.02

Ashcroft National Poll
CATI Fieldwork : 16th - 18th January 2015

Absolutes/col percents

Table 14
Gender
Base: All respondents

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

Ashcroft National Poll
CATI Fieldwork : 16th - 18th January 2015

Absolutes/col percents

Table 15
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Scotland	86 9%	90 9%
North East	41 4%	40 4%
North West	115 11%	110 11%
Yorkshire & Humberside	93 9%	90 9%
West Midlands	81 8%	90 9%
East Midlands	72 7%	70 7%
Wales	47 5%	50 5%
Eastern	90 9%	100 10%
London	129 13%	131 13%
South East	157 16%	141 14%
South West	93 9%	90 9%

Ashcroft National Poll
CATI Fieldwork : 16th - 18th 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	1004	1004
Weighted base	1004	1004
Conservative	210 21%	202 20%
Labour	187 19%	169 17%
Liberal Democrat	113 11%	127 13%
Another party	62 6%	55 5%
Didn't vote	326 32%	352 35%
Refused	52 5%	45 4%
Don't know	54 5%	55 6%