

Ashcroft National Poll

CATI Fieldwork : 22nd - 25th 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	1001	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859	
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867	
Absolutely certain to vote	(10)	589 59%	306 62%	283 56%	48 40%	75 44%	94 56%	114 65%	98 66%	160 72%	180 66%	167 60%	115 53%	127 54%	155 57%	153 58%	143 60%	77 54%	61 72%	501 58%
	(9)	59 6%	29 6%	30 6%	10 9%	13 8%	7 4%	8 4%	6 4%	14 6%	20 7%	18 7%	10 5%	10 4%	16 6%	14 5%	14 6%	12 8%	2 3%	54 6%
	(8)	77 8%	33 7%	43 8%	5 4%	17 10%	10 6%	17 10%	12 8%	15 7%	20 7%	16 6%	20 9%	21 9%	17 6%	22 8%	24 10%	11 8%	2 3%	67 8%
	(7)	49 5%	19 4%	30 6%	16 14%	4 3%	7 4%	4 2%	11 8%	7 3%	7 3%	14 5%	17 8%	11 5%	10 4%	16 6%	14 6%	7 5%	2 3%	44 5%
	(6)	20 2%	5 1%	14 3%	3 3%	5 3%	6 3%	1 1%	1 1%	3 1%	7 3%	5 2%	5 2%	2 1%	10 4%	3 1%	3 1%	2 2%	2 2%	16 2%
	(5)	56 6%	22 4%	34 7%	11 9%	16 10%	8 5%	6 4%	7 5%	7 3%	13 5%	11 4%	15 7%	17 7%	18 7%	12 5%	12 5%	10 7%	4 5%	50 6%
	(4)	15 1%	* *	14 3%	2 2%	5 3%	4 3%	2 1%	- -	2 1%	3 1%	3 1%	6 3%	2 1%	4 1%	4 1%	3 1%	4 3%	- -	14 2%
	(3)	26 3%	16 3%	10 2%	7 6%	5 3%	6 4%	4 2%	- -	3 1%	2 1%	13 5%	6 3%	4 2%	8 3%	9 3%	4 2%	5 3%	- -	26 3%
	(2)	14 1%	7 1%	7 1%	1 1%	3 2%	3 2%	3 2%	2 2%	1 *	2 1%	4 1%	3 1%	5 2%	4 1%	3 1%	1 1%	2 1%	3 4%	10 1%
Definitely would not vote	(1)	96 10%	53 11%	43 8%	15 13%	23 13%	21 13%	17 10%	10 7%	9 4%	17 6%	25 9%	19 9%	35 15%	31 11%	27 10%	20 8%	12 8%	7 8%	85 10%
Refused		1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -
Don't know		1 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *
Mean		8.04	8.10	7.98	7.09	7.24	7.65	8.26	8.55	8.95	8.60	8.07	7.83	7.55	7.82	7.97	8.27	7.96	8.45	7.99
Standard deviation		3.02	3.11	2.93	3.24	3.31	3.31	3.02	2.64	2.26	2.59	3.05	2.98	3.37	3.18	3.07	2.81	2.98	2.98	3.04
Standard error		0.10	0.14	0.13	0.35	0.27	0.26	0.21	0.20	0.15	0.13	0.21	0.27	0.21	0.19	0.20	0.18	0.25	0.32	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		1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base		1001	214	243	44	111	185	404	228	191	144	429	291
Absolutely certain to vote	(10)	589	151	152	28	77	106	211	173	142	111	322	161
		59%	71%	62%	63%	69%	57%	52%	76%	74%	77%	75%	56%
	(9)	59	15	17	-	1	20	31	17	11	6	22	17
		6%	7%	7%	-	1%	11%	8%	7%	6%	4%	5%	6%
	(8)	77	18	25	4	11	11	40	14	14	11	33	32
		8%	8%	10%	9%	10%	6%	10%	6%	8%	8%	8%	11%
	(7)	49	12	10	5	10	5	33	10	7	4	15	30
		5%	5%	4%	11%	9%	2%	8%	4%	3%	3%	3%	10%
	(6)	20	6	6	-	2	4	13	2	4	-	7	9
		2%	3%	3%	-	2%	2%	3%	1%	2%	-	2%	3%
	(5)	56	4	14	3	7	24	38	5	5	3	15	17
		6%	2%	6%	7%	6%	13%	9%	2%	2%	2%	3%	6%
	(4)	15	2	8	1	2	2	14	-	1	1	1	12
		1%	1%	3%	2%	1%	1%	3%	-	1%	1%	*	4%
	(3)	26	6	5	3	-	9	15	-	1	3	11	7
		3%	3%	2%	6%	-	5%	4%	-	*	2%	2%	2%
	(2)	14	-	6	1	1	4	7	1	2	1	5	4
		1%	-	3%	2%	1%	2%	2%	1%	1%	1%	1%	2%
Definitely would not vote	(1)	96	-	-	-	-	-	-	5	4	3	-	-
		10%	-	-	-	-	-	-	2%	2%	2%	-	-
Refused		1	-	-	-	-	1	-	-	-	-	-	-
		*	-	-	-	-	*	-	-	-	-	-	-
Don't know		1	-	-	-	-	1	1	-	-	-	-	-
		*	-	-	-	-	1%	*	-	-	-	-	-
Mean		8.04	9.14	8.66	8.44	8.97	8.40	8.26	9.26	9.15	9.16	9.18	8.45
Standard deviation		3.02	1.68	2.20	2.41	1.78	2.37	2.30	1.79	1.91	2.00	1.78	2.16
Standard error		0.10	0.12	0.14	0.39	0.17	0.18	0.11	0.12	0.13	0.18	0.09	0.13

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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	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867
Conservative	214 21%	114 23%	100 20%	21 17%	32 19%	22 13%	37 21%	27 18%	75 34%	70 26%	77 28%	30 14%	36 15%	62 23%	75 29%	41 17%	27 19%	8 10%	198 23%
Labour	243 24%	122 25%	121 24%	26 22%	42 25%	53 32%	42 23%	40 27%	18 8%	69 25%	56 20%	56 26%	63 27%	65 24%	57 22%	73 31%	31 22%	17 20%	217 25%
Liberal Democrat	44 4%	12 2%	32 6%	10 8%	8 5%	4 3%	5 3%	6 4%	10 5%	20 7%	5 2%	9 4%	8 4%	13 5%	13 5%	6 3%	9 6%	3 3%	35 4%
SNP	22 2%	9 2%	13 3%	2 2%	1 1%	4 2%	8 4%	5 4%	1 1%	5 2%	5 2%	6 3%	5 2%	-	-	-	-	22 26%	-
Plaid Cymru	5 1%	2 *	3 1%	* *	1 1%	3 2%	* *	* *	-	1 *	3 1%	1 1%	-	-	-	-	5 4%	-	-
The UK Independence Party	111 11%	64 13%	47 9%	5 4%	22 13%	15 9%	21 12%	20 13%	28 12%	19 7%	33 12%	36 17%	23 10%	31 11%	29 11%	34 14%	14 10%	3 4%	103 12%
The Green Party	67 7%	36 7%	31 6%	16 14%	18 11%	12 7%	6 3%	5 4%	9 4%	18 7%	26 9%	11 5%	13 5%	27 10%	11 4%	16 7%	9 6%	6 7%	60 7%
The British National Party	2 *	2 *	-	-	-	-	2 1%	-	-	-	-	2 1%	-	-	2 1%	-	-	-	2 *
Another party	12 1%	8 2%	4 1%	1 1%	2 1%	2 1%	5 3%	1 *	2 1%	1 *	3 1%	3 1%	4 2%	5 2%	3 1%	4 2%	1 1%	-	12 1%
Would not vote	96 10%	53 11%	43 8%	15 13%	23 13%	21 13%	17 10%	10 7%	9 4%	17 6%	13 5%	18 8%	23 9%	35 15%	31 11%	27 10%	20 8%	12 8%	85 10%
Refused	72 7%	27 6%	45 9%	4 3%	5 3%	7 4%	13 7%	17 12%	25 11%	18 6%	13 5%	18 8%	23 10%	14 5%	21 8%	19 8%	9 7%	8 10%	58 7%
Don't know	113 11%	41 8%	72 14%	18 15%	16 10%	23 14%	21 12%	15 10%	20 9%	34 12%	29 11%	26 12%	24 10%	24 9%	26 10%	27 11%	25 18%	11 13%	97 11%

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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	1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base	1001	214	243	44	111	185	404	228	191	144	429	291
Conservative	214 21%	214 100%	-	-	-	-	78 19%	154 67%	6 3%	18 13%	136 32%	78 27%
Labour	243 24%	-	243 100%	-	-	-	97 24%	2 1%	129 67%	40 28%	146 34%	97 33%
Liberal Democrat	44 4%	-	-	44 100%	-	-	27 7%	1 *	-	24 16%	17 4%	27 9%
SNP	22 2%	-	-	-	-	-	4 1%	1 *	4 2%	3 2%	18 4%	4 1%
Plaid Cymru	5 1%	-	-	-	-	-	2 1%	-	*	2 1%	3 1%	2 1%
The UK Independence Party	111 11%	-	-	-	111 100%	-	36 9%	30 13%	18 9%	10 7%	75 17%	36 12%
The Green Party	67 7%	-	-	-	-	-	36 9%	7 3%	11 6%	15 11%	31 7%	36 12%
The British National Party	2 *	-	-	-	-	-	2 *	-	-	-	-	2 1%
Another party	12 1%	-	-	-	-	-	9 2%	1 1%	3 1%	2 2%	3 1%	9 3%
Would not vote	96 10%	-	-	-	-	-	-	5 2%	4 2%	3 2%	-	-
Refused	72 7%	-	-	-	-	72 39%	-	7 3%	1 1%	7 5%	-	-
Don't know	113 11%	-	-	-	-	113 61%	113 28%	21 9%	15 8%	20 14%	-	-

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Table 3

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

Base: All respondents expressing an intention to vote

	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	389	337	59	118	112	144	128	165	300	167	86	173	215	179	171	101	60	630	
Weighted base	720	370	350	82	125	116	127	105	166	204	209	154	153	203	190	174	95	58	627	
Conservative	214 30%	114 31%	100 29%	21 25%	32 25%	22 19%	37 30%	27 26%	75 45%	70 34%	77 37%	30 19%	36 24%	62 31%	75 40%	41 24%	27 28%	8 14%	198 31%	
Labour	243 34%	122 33%	121 34%	26 32%	42 33%	53 46%	42 33%	40 38%	40 24%	69 34%	56 27%	56 36%	63 41%	65 32%	57 30%	73 42%	31 33%	17 29%	217 35%	
Liberal Democrat	44 6%	12 3%	32 9%	10 12%	8 6%	4 4%	5 4%	6 6%	10 6%	20 10%	5 3%	9 6%	8 6%	13 7%	13 7%	6 4%	9 9%	3 4%	35 6%	
SNP	22 3%	9 2%	13 4%	2 3%	1 1%	4 3%	8 6%	5 5%	1 1%	5 3%	5 3%	6 4%	5 4%	-	-	-	-	22 38%	-	
Plaid Cymru	5 1%	2 1%	3 1%	* 1%	1 1%	3 3%	* *	* *	-	1 1%	3 1%	1 1%	-	-	-	-	5 5%	-	-	
The UK Independence Party	111 15%	64 17%	47 13%	5 6%	22 17%	15 13%	21 17%	20 19%	28 17%	19 9%	33 16%	36 24%	23 15%	31 15%	29 15%	34 19%	14 15%	3 6%	103 16%	
The Green Party	67 9%	36 10%	31 9%	16 20%	18 15%	12 10%	6 5%	5 5%	9 6%	18 9%	26 12%	11 7%	13 8%	27 13%	11 6%	16 9%	9 9%	6 9%	60 10%	
The British National Party	2 *	2 1%	-	-	-	-	2 1%	-	-	-	-	2 1%	-	-	2 1%	-	-	-	2 *	
Another party	12 2%	8 2%	4 1%	1 1%	2 1%	2 2%	5 4%	1 1%	2 1%	1 1%	3 2%	3 2%	4 3%	5 2%	3 1%	4 2%	1 1%	-	12 2%	

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

Base: All respondents expressing an intention to vote

	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	726	204	260	38	110	-	291	180	207	99	435	291
Weighted base	720	214	243	44	111	-	291	195	170	114	429	291
Conservative	214	214	-	-	-	-	78	154	6	18	136	78
	30%	100%	-	-	-	-	27%	79%	4%	16%	32%	27%
Labour	243	-	243	-	-	-	97	2	129	40	146	97
	34%	-	100%	-	-	-	33%	1%	76%	35%	34%	33%
Liberal Democrat	44	-	-	44	-	-	27	1	-	24	17	27
	6%	-	-	100%	-	-	9%	*	-	21%	4%	9%
SNP	22	-	-	-	-	-	4	1	4	3	18	4
	3%	-	-	-	-	-	1%	*	2%	2%	4%	1%
Plaid Cymru	5	-	-	-	-	-	2	-	*	2	3	2
	1%	-	-	-	-	-	1%	-	*	2%	1%	1%
The UK Independence Party	111	-	-	-	111	-	36	30	18	10	75	36
	15%	-	-	-	100%	-	12%	15%	10%	9%	17%	12%
The Green Party	67	-	-	-	-	-	36	7	11	15	31	36
	9%	-	-	-	-	-	12%	4%	6%	14%	7%	12%
The British National Party	2	-	-	-	-	-	2	-	-	-	-	2
	*	-	-	-	-	-	1%	-	-	-	-	1%
Another party	12	-	-	-	-	-	9	1	3	2	3	9
	2%	-	-	-	-	-	3%	1%	2%	2%	1%	3%

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Absolutes/col percents

Table 4

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

Base: All respondents expressing an intention to vote

Weighting: Turnout Weights

This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote

	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	549	309	239	41	82	83	110	100	132	241	125	60	122	157	131	135	77	48	472
Weighted base	535	291	244	54	83	84	98	81	134	164	155	106	109	143	139	136	71	46	463
Conservative	167	91	75	14	23	15	29	22	64	56	58	25	28	47	59	34	19	7	154
	31%	31%	31%	26%	28%	18%	29%	27%	47%	34%	37%	23%	25%	33%	42%	25%	27%	16%	33%
Labour	174	94	80	17	22	40	32	30	32	55	42	33	44	46	38	55	24	11	156
	32%	32%	33%	32%	27%	47%	33%	37%	24%	33%	27%	31%	40%	32%	27%	41%	33%	23%	34%
Liberal Democrat	30	9	21	6	4	3	4	5	8	16	3	5	6	8	8	6	6	2	24
	6%	3%	8%	12%	4%	3%	4%	6%	6%	10%	2%	5%	6%	5%	5%	4%	9%	5%	5%
SNP	18	8	10	2	1	4	6	4	1	5	5	5	3	-	-	-	-	18	-
	3%	3%	4%	4%	1%	4%	6%	5%	1%	3%	3%	5%	3%	-	-	-	-	40%	-
Plaid Cymru	4	2	2	*	1	2	*	*	-	1	3	*	-	-	-	-	4	-	-
	1%	1%	1%	1%	1%	2%	*	*	-	1%	2%	*	-	-	-	-	5%	-	-
The UK Independence Party	83	52	31	3	16	12	17	15	20	16	23	28	16	22	22	27	9	3	76
	16%	18%	13%	5%	19%	15%	17%	19%	15%	10%	15%	27%	14%	15%	16%	20%	13%	6%	17%
The Green Party	50	27	22	11	15	8	5	4	7	15	21	5	9	17	9	11	8	5	43
	9%	9%	9%	20%	18%	9%	5%	5%	5%	9%	13%	5%	9%	12%	6%	8%	11%	11%	9%
The British National Party	2	2	-	-	-	-	2	-	-	-	-	2	-	-	2	-	-	-	2
	*	1%	-	-	-	-	2%	-	-	-	-	2%	-	-	1%	-	-	-	*
Another party	8	6	2	1	2	1	4	*	1	1	2	3	3	3	2	2	1	-	8
	2%	2%	1%	1%	2%	1%	4%	1%	1%	*	1%	3%	3%	2%	1%	2%	1%	-	2%

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Table 4

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

Base: All respondents expressing an intention to vote

Weighting: Turnout Weights

This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote

	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	549	159	194	26	83	-	202	152	168	81	346	202
Weighted base	535	167	174	30	83	-	197	165	137	94	338	197
Conservative	167	167	-	-	-	-	56	130	4	13	111	56
	31%	100%	-	-	-	-	28%	79%	3%	14%	33%	28%
Labour	174	-	174	-	-	-	60	1	106	33	114	60
	32%	-	100%	-	-	-	30%	1%	77%	35%	34%	30%
Liberal Democrat	30	-	-	30	-	-	18	1	-	21	11	18
	6%	-	-	100%	-	-	9%	1%	-	22%	3%	9%
SNP	18	-	-	-	-	-	3	1	4	2	15	3
	3%	-	-	-	-	-	2%	*	3%	3%	4%	2%
Plaid Cymru	4	-	-	-	-	-	2	-	*	2	2	2
	1%	-	-	-	-	-	1%	-	*	2%	1%	1%
The UK Independence Party	83	-	-	-	83	-	23	25	13	8	60	23
	16%	-	-	-	100%	-	11%	15%	9%	8%	18%	11%
The Green Party	50	-	-	-	-	-	27	5	8	13	22	27
	9%	-	-	-	-	-	14%	3%	6%	13%	7%	14%
The British National Party	2	-	-	-	-	-	2	-	-	-	-	2
	*	-	-	-	-	-	1%	-	-	-	-	1%
Another party	8	-	-	-	-	-	6	1	2	2	2	6
	2%	-	-	-	-	-	3%	1%	1%	2%	1%	3%

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Table 5
Q.2 If there was a general election tomorrow, which party would you vote for?
Base: All respondents
Weighting: Turnout Weights

	Q.3 General Election Vote							
	Total	Conservative	Labour	Liberal Democrat	Another party	Didn't vote	Refused	Don't know
Unweighted base	674	171	184	99	66	83	48	22
Weighted base	659	184	150	114	49	92	45	24
Conservative	167 25%	130 71%	4 3%	13 12%	3 6%	14 16%	- -	1 5%
Labour	174 26%	1 1%	106 70%	33 29%	2 4%	27 29%	- -	5 23%
Liberal Democrat	30 5%	1 *	- -	21 18%	- -	7 8%	- -	1 4%
SNP	18 3%	1 *	4 2%	2 2%	9 18%	1 1%	- -	2 7%
Plaid Cymru	4 1%	- -	* *	2 1%	2 3%	* *	- -	- -
The UK Independence Party	83 13%	25 14%	13 9%	8 7%	18 37%	16 17%	- -	3 14%
The Green Party	50 8%	5 3%	8 6%	13 11%	8 17%	11 12%	1 2%	3 12%
The British National Party	2 *	- -	- -	- -	- -	2 2%	- -	- -
Another party	8 1%	1 1%	2 1%	2 2%	3 5%	1 1%	- -	- -
Refused	58 9%	5 3%	1 1%	6 5%	2 3%	2 3%	41 90%	1 4%
Don't know	66 10%	14 8%	12 8%	14 12%	3 6%	12 13%	3 7%	8 33%

Ashcroft National Poll
CATI Fieldwork : 22nd - 25th January 2015

Absolutes/col percents

Table 6

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

Base: All who don't know/ refuse voting intention

Weighting: Turnout Weights

	Q.3 General Election Vote							
	Total	Conservative	Labour	Liberal Democrat	Another party	Didn't vote	Refused	Don't know
Unweighted base	125	19	15	18	5	12	47	9
Weighted base	124	19	13	20	4	14	44	9
Refused	58	5	1	6	2	2	41	1
	47%	27%	10%	31%	34%	17%	93%	10%
Don't know	66	14	12	14	3	12	3	8
	53%	73%	90%	69%	66%	83%	7%	90%
To be reallocated (con/lab)	62	10	7	10	2	7	22	4
	50%	50%	50%	50%	50%	50%	50%	50%
To be reallocated (lib dem)	37	6	4	6	1	4	13	3
	30%	30%	30%	30%	30%	30%	30%	30%

Ashcroft National Poll
CATI Fieldwork : 22nd - 25th January 2015

Absolutes/col percents

Table 7

Adjusted Voting Intention
Weighting: Turnout Weights

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Total	559
Conservative	177 32%
Labour	181 32%
Liberal Democrat/ Liberal	36 6%
Scottish National Party/SNP	18 3%
Plaid Cymru	4 1%
The UK Independence Party	83 15%
The Green Party	50 9%
Other	10 2%

Ashcroft National Poll
CATI Fieldwork : 22nd - 25th January 2015

Absolutes/col percents

Table 8

**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

	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	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867
Conservative	228 23%	121 25%	108 21%	10 9%	30 18%	27 16%	38 21%	27 18%	96 43%	68 25%	77 28%	43 20%	41 17%	66 24%	73 28%	51 21%	28 20%	11 13%	208 24%
Labour	191 19%	96 20%	95 19%	7 6%	24 14%	37 22%	37 21%	37 25%	48 22%	49 18%	44 16%	38 18%	59 25%	48 18%	45 17%	56 24%	23 16%	18 22%	162 19%
Liberal Democrat	144 14%	73 15%	71 14%	7 6%	28 17%	31 18%	26 15%	28 19%	24 11%	59 22%	39 14%	23 10%	23 10%	41 15%	38 14%	33 14%	23 16%	9 11%	129 15%
Another party	62 6%	32 7%	30 6%	3 3%	11 6%	13 8%	12 7%	11 8%	11 5%	16 6%	26 9%	13 6%	7 3%	16 6%	11 4%	10 4%	8 5%	17 21%	41 5%
Didn't vote	282 28%	133 27%	148 29%	85 71%	67 40%	42 25%	48 27%	22 15%	17 8%	62 23%	71 26%	75 34%	74 31%	80 29%	77 29%	63 26%	45 32%	16 19%	249 29%
Refused	55 5%	23 5%	32 6%	4 3%	3 2%	10 6%	9 5%	13 9%	16 7%	13 5%	9 3%	12 5%	21 9%	12 5%	16 6%	14 6%	5 4%	7 9%	44 5%
Don't know	40 4%	12 3%	27 5%	3 2%	5 3%	7 4%	7 4%	10 7%	9 4%	6 2%	12 4%	13 6%	10 4%	8 3%	6 2%	12 5%	9 7%	4 5%	34 4%

Ashcroft National Poll
CATI Fieldwork : 22nd - 25th January 2015

Absolutes/col percents

Table 8

**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

	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	1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base	1001	214	243	44	111	185	404	228	191	144	429	291
Conservative	228 23%	154 72%	2 1%	1 2%	30 27%	28 15%	82 20%	228 100%	-	-	134 31%	61 21%
Labour	191 19%	6 3%	129 53%	-	18 16%	17 9%	65 16%	-	191 100%	-	121 28%	50 17%
Liberal Democrat	144 14%	18 9%	40 16%	24 54%	10 9%	27 15%	77 19%	-	-	144 100%	57 13%	57 20%
Another party	62 6%	5 2%	3 1%	-	22 20%	6 3%	24 6%	-	-	-	36 8%	20 7%
Didn't vote	282 28%	28 13%	61 25%	18 42%	26 23%	40 22%	122 30%	-	-	-	74 17%	85 29%
Refused	55 5%	-	-	-	-	53 29%	5 1%	-	-	-	-	1 *
Don't know	40 4%	3 2%	9 4%	1 2%	6 5%	15 8%	28 7%	-	-	-	8 2%	17 6%

Ashcroft National Poll
CATI Fieldwork : 22nd - 25th January 2015

Absolutes/col percents

Table 9

**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 who voted (and were willing to disclose who they voted for)

	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	650	352	298	24	88	108	132	123	175	280	149	69	152	187	156	154	92	61	555
Weighted base	625	323	302	28	94	108	113	103	179	192	185	118	131	171	166	150	82	56	540
Conservative	228	121	108	10	30	27	38	27	96	68	77	43	41	66	73	51	28	11	208
	37%	37%	36%	37%	32%	25%	34%	26%	54%	35%	41%	37%	31%	38%	44%	34%	34%	20%	38%
Labour	191	96	95	7	24	37	37	37	48	49	44	38	59	48	45	56	23	18	162
	31%	30%	31%	26%	26%	34%	33%	36%	27%	26%	24%	33%	46%	28%	27%	37%	28%	33%	30%
Liberal Democrat	144	73	71	7	28	31	26	28	24	59	39	23	23	41	38	33	23	9	129
	23%	23%	23%	26%	30%	28%	23%	27%	14%	31%	21%	19%	18%	24%	23%	22%	28%	16%	24%
Another party	62	32	30	3	11	13	12	11	11	16	26	13	7	16	11	10	8	17	41
	10%	10%	10%	12%	12%	12%	11%	11%	6%	8%	14%	11%	5%	9%	6%	7%	9%	31%	8%

Ashcroft National Poll
CATI Fieldwork : 22nd - 25th January 2015

Absolutes/col percents

Table 9

**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 who voted (and were willing to disclose who they voted for)

	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	650	168	203	24	83	78	262	211	230	125	360	201
Weighted base	625	183	173	24	79	78	248	228	191	144	347	188
Conservative	228	154	2	1	30	28	82	228	-	-	134	61
	37%	84%	1%	4%	37%	36%	33%	100%	-	-	39%	33%
Labour	191	6	129	-	18	17	65	-	191	-	121	50
	31%	3%	74%	-	22%	21%	26%	-	100%	-	35%	26%
Liberal Democrat	144	18	40	24	10	27	77	-	-	144	57	57
	23%	10%	23%	96%	12%	35%	31%	-	-	100%	16%	30%
Another party	62	5	3	-	22	6	24	-	-	-	36	20
	10%	2%	2%	-	28%	8%	10%	-	-	-	10%	10%

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Absolutes/col percents

Table 10

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	726	389	337	59	118	112	144	128	165	300	167	86	173	215	179	171	101	60	630
Weighted base	720	370	350	82	125	116	127	105	166	204	209	154	153	203	190	174	95	58	627
Will definitely vote that way	429 60%	236 64%	193 55%	38 46%	66 53%	68 59%	75 59%	58 56%	124 75%	117 57%	121 58%	93 61%	98 64%	106 52%	119 63%	104 60%	61 64%	40 68%	365 58%
Might end up voting differently	291 40%	134 36%	157 45%	44 54%	59 47%	48 41%	51 41%	47 44%	42 25%	88 43%	88 42%	61 39%	55 36%	97 48%	71 37%	70 40%	34 36%	18 32%	262 42%

Ashcroft National Poll
CATI Fieldwork : 22nd - 25th January 2015

Absolutes/col percents

Table 10

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		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	726	204	260	38	110	-	291	180	207	99	435	291
Weighted base	720	214	243	44	111	-	291	195	170	114	429	291
Will definitely vote that way	429	136	146	17	75	-	-	134	121	57	429	-
	60%	64%	60%	39%	68%	-	-	69%	71%	50%	100%	-
Might end up voting differently	291	78	97	27	36	-	291	61	50	57	-	291
	40%	36%	40%	61%	32%	-	100%	31%	29%	50%	-	100%

Ashcroft National Poll
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Absolutes/col percents

Table 11

Q5. Below is a list of things about the economy that some people have said concern them at the moment. Which three are of most concern to you?

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	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867
Rising prices	364 36%	174 35%	190 37%	47 39%	51 30%	66 39%	66 37%	55 38%	79 36%	86 32%	84 31%	84 39%	110 47%	96 35%	89 34%	95 40%	44 31%	40 47%	303 35%
The level of the country's debts	336 34%	174 35%	162 32%	24 20%	57 34%	60 36%	63 36%	53 36%	79 36%	105 39%	103 37%	59 27%	69 29%	87 32%	102 39%	77 32%	43 30%	28 33%	293 34%
Low interest rates for savings	332 33%	154 31%	178 35%	27 23%	33 20%	34 20%	64 36%	58 39%	116 53%	98 36%	107 39%	64 30%	63 27%	86 32%	91 35%	77 32%	45 32%	32 38%	289 33%
Job insecurity	283 28%	127 26%	156 31%	46 39%	55 32%	61 37%	54 30%	43 29%	24 11%	75 27%	94 34%	69 32%	46 20%	63 23%	75 28%	73 30%	49 35%	24 28%	243 28%
Trouble finding a job	239 24%	103 21%	136 27%	49 41%	46 27%	39 23%	47 27%	36 25%	22 10%	57 21%	57 20%	66 31%	59 25%	71 26%	64 24%	57 24%	38 27%	10 12%	214 25%
Trouble finding somewhere affordable to live	238 24%	119 24%	119 23%	54 45%	63 37%	41 25%	33 19%	24 16%	23 10%	73 27%	70 25%	50 23%	45 19%	98 36%	49 19%	42 17%	40 29%	9 10%	218 25%
The chance that interest rates may rise	230 23%	104 21%	126 25%	14 12%	47 28%	51 31%	46 26%	38 26%	32 15%	80 29%	62 22%	51 24%	37 16%	58 21%	56 21%	65 27%	35 25%	15 18%	199 23%
Problems getting credit from a bank for a mortgage or personal loan	138 14%	77 16%	61 12%	32 27%	36 21%	29 17%	22 12%	10 7%	9 4%	35 13%	40 14%	32 15%	32 14%	53 19%	38 14%	19 8%	22 15%	7 8%	124 14%
Difficulty making mortgage payments	76 8%	33 7%	43 8%	10 8%	23 13%	21 13%	8 5%	2 2%	11 5%	25 9%	18 7%	19 9%	13 5%	25 9%	20 8%	15 6%	12 9%	3 4%	69 8%
Big loans or credit card debts	75 7%	35 7%	39 8%	3 2%	22 13%	13 8%	17 9%	10 7%	10 5%	20 7%	22 8%	18 8%	15 6%	24 9%	16 6%	22 9%	8 5%	5 6%	68 8%
Problems getting credit from a bank for a business	49 5%	32 7%	16 3%	3 2%	13 8%	8 5%	15 8%	5 4%	4 2%	15 5%	15 6%	10 5%	8 4%	16 6%	14 5%	9 4%	7 5%	3 4%	44 5%
None of the above	72 7%	42 9%	29 6%	7 6%	4 3%	8 5%	10 6%	15 10%	26 12%	13 5%	18 6%	17 8%	25 10%	16 6%	19 7%	19 8%	7 5%	10 12%	59 7%

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Absolutes/col percents

Table 11

Q5. Below is a list of things about the economy that some people have said concern them at the moment. Which three are of most concern to you?

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	1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base	1001	214	243	44	111	185	404	228	191	144	429	291
Rising prices	364 36%	68 32%	107 44%	15 34%	34 31%	62 33%	143 35%	71 31%	87 46%	47 33%	157 37%	108 37%
The level of the country's debts	336 34%	89 41%	67 27%	14 33%	32 29%	67 36%	130 32%	91 40%	56 30%	56 39%	146 34%	96 33%
Low interest rates for savings	332 33%	98 46%	67 28%	16 36%	36 32%	73 39%	144 36%	111 49%	50 26%	54 37%	144 34%	101 35%
Job insecurity	283 28%	44 21%	82 34%	14 32%	25 22%	53 29%	130 32%	35 15%	60 31%	45 31%	118 28%	93 32%
Trouble finding a job	239 24%	38 18%	74 30%	13 30%	27 24%	36 20%	102 25%	28 12%	50 26%	22 15%	104 24%	73 25%
Trouble finding somewhere affordable to live	238 24%	32 15%	71 29%	12 27%	27 25%	39 21%	112 28%	34 15%	47 25%	36 25%	91 21%	79 27%
The chance that interest rates may rise	230 23%	58 27%	48 20%	6 14%	28 25%	48 26%	98 24%	57 25%	48 25%	39 27%	96 22%	67 23%
Problems getting credit from a bank for a mortgage or personal loan	138 14%	34 16%	37 15%	6 14%	16 14%	16 8%	64 16%	30 13%	26 14%	16 11%	59 14%	49 17%
Difficulty making mortgage payments	76 8%	12 5%	17 7%	5 10%	12 11%	15 8%	45 11%	13 6%	14 7%	9 6%	21 5%	34 12%
Big loans or credit card debts	75 7%	13 6%	25 10%	4 9%	6 5%	13 7%	33 8%	14 6%	12 6%	17 12%	25 6%	26 9%
Problems getting credit from a bank for a business	49 5%	10 5%	10 4%	1 2%	6 5%	7 4%	13 3%	12 5%	9 5%	4 3%	27 6%	8 3%
None of the above	72 7%	12 6%	17 7%	4 8%	13 11%	11 6%	16 4%	19 8%	13 7%	7 5%	38 9%	12 4%

Ashcroft National Poll
CATI Fieldwork : 22nd - 25th January 2015

Absolutes/col percents

Table 12
Have you taken a foreign holiday in the last 3 years?
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	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867
Yes	614	312	302	78	116	92	118	89	121	208	188	124	93	180	148	142	88	56	528
	61%	64%	59%	65%	68%	55%	67%	60%	55%	76%	68%	57%	39%	66%	56%	59%	62%	66%	61%
No	387	179	209	42	54	75	59	59	100	64	89	92	142	92	116	98	54	28	340
	39%	36%	41%	35%	32%	45%	33%	40%	45%	24%	32%	43%	61%	34%	44%	41%	38%	34%	39%

Ashcroft National Poll
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Absolutes/col percents

Table 12
Have you taken a foreign holiday in the last 3 years?
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	1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base	1001	214	243	44	111	185	404	228	191	144	429	291
Yes	614	150	128	33	65	108	255	154	112	95	266	191
	61%	70%	53%	75%	58%	58%	63%	68%	59%	66%	62%	65%
No	387	64	115	11	47	78	149	74	79	49	163	100
	39%	30%	47%	25%	42%	42%	37%	32%	41%	34%	38%	35%

Ashcroft National Poll
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Absolutes/col percents

Table 13
Is the house or flat in which you live...?
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	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867
NET: Owners	656	323	333	66	86	108	123	106	167	210	190	141	115	172	187	155	87	55	567
	66%	66%	65%	55%	51%	65%	69%	72%	75%	77%	69%	65%	49%	63%	71%	65%	61%	65%	65%
Owned outright - without mortgage	333	163	171	23	12	25	61	67	145	89	100	66	79	90	91	85	33	35	289
	33%	33%	33%	19%	7%	15%	34%	46%	66%	33%	36%	31%	33%	33%	35%	36%	23%	41%	33%
Owned with a mortgage or loan	323	160	162	43	74	83	62	38	22	121	90	75	36	83	96	70	54	20	278
	32%	33%	32%	36%	44%	50%	35%	26%	10%	45%	33%	35%	15%	30%	36%	29%	38%	24%	32%
NET: Renters	327	158	169	49	80	57	49	41	52	56	87	73	112	95	72	81	50	29	284
	33%	32%	33%	41%	47%	34%	27%	28%	23%	20%	31%	34%	47%	35%	27%	34%	35%	34%	33%
Rented from the council	136	62	74	19	21	26	20	21	29	17	18	46	55	33	32	43	15	12	120
	14%	13%	14%	16%	12%	15%	11%	15%	13%	6%	7%	21%	23%	12%	12%	18%	11%	14%	14%
Rented from a housing association	70	30	40	3	19	11	12	13	12	8	19	15	29	20	13	16	14	7	60
	7%	6%	8%	3%	11%	7%	7%	9%	5%	3%	7%	7%	12%	7%	5%	7%	10%	8%	7%
Rented from someone else	121	66	55	26	40	21	17	6	11	31	50	12	27	43	27	21	21	9	104
	12%	13%	11%	22%	24%	12%	9%	4%	5%	11%	18%	5%	12%	16%	10%	9%	15%	11%	12%
Rent free	18	10	8	4	3	1	5	1	3	7	-	3	9	4	4	4	5	1	16
	2%	2%	2%	3%	2%	1%	3%	1%	1%	2%	-	1%	4%	2%	2%	2%	3%	1%	2%

Ashcroft National Poll
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Absolutes/col percents

Table 13
Is the house or flat in which you live...?
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	1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base	1001	214	243	44	111	185	404	228	191	144	429	291
NET: Owners	656	169	138	35	79	129	270	183	116	103	289	194
	66%	79%	57%	80%	71%	70%	67%	80%	61%	72%	67%	67%
Owned outright - without mortgage	333	101	59	15	44	60	108	116	59	48	171	80
	33%	47%	24%	34%	40%	33%	27%	51%	31%	34%	40%	27%
Owned with a mortgage or loan	323	68	79	20	34	69	162	68	57	54	118	114
	32%	32%	32%	46%	31%	37%	40%	30%	30%	38%	28%	39%
NET: Renters	327	41	103	9	30	52	127	41	73	40	134	93
	33%	19%	42%	20%	27%	28%	31%	18%	38%	28%	31%	32%
Rented from the council	136	11	47	3	14	22	47	9	40	13	58	32
	14%	5%	19%	7%	13%	12%	12%	4%	21%	9%	14%	11%
Rented from a housing association	70	10	26	3	6	8	29	12	13	8	29	25
	7%	5%	11%	7%	5%	4%	7%	5%	7%	5%	7%	9%
Rented from someone else	121	21	29	2	10	22	51	20	20	20	47	36
	12%	10%	12%	5%	9%	12%	13%	9%	11%	14%	11%	12%
Rent free	18	3	2	-	3	5	8	4	1	1	5	4
	2%	1%	1%	-	2%	2%	2%	2%	1%	*	1%	1%

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Absolutes/col percents

Table 14
How many cars are there in your household?
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	1001	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867
None	204 20%	91 19%	113 22%	24 20%	41 25%	23 14%	34 19%	23 16%	57 26%	29 11%	49 18%	29 13%	97 41%	73 27%	39 15%	53 22%	26 19%	13 16%	184 21%
1	421 42%	205 42%	217 42%	42 35%	66 39%	78 46%	56 32%	55 37%	125 57%	113 41%	127 46%	80 37%	101 43%	100 37%	123 47%	110 46%	46 33%	42 50%	363 42%
2	284 28%	142 29%	142 28%	29 24%	51 30%	53 32%	57 32%	58 40%	35 16%	95 35%	79 29%	77 36%	33 14%	68 25%	73 28%	68 28%	51 36%	23 27%	243 28%
3+	92 9%	52 11%	39 8%	24 20%	11 6%	13 8%	30 17%	11 8%	3 2%	36 13%	21 8%	30 14%	5 2%	30 11%	29 11%	9 4%	18 13%	6 7%	77 9%
Mean	1.33	1.41	1.25	1.66	1.22	1.38	1.57	1.42	0.94	1.60	1.32	1.59	0.78	1.29	1.41	1.14	1.58	1.29	1.31
Standard deviation	1.11	1.24	0.96	1.78	0.98	0.94	1.21	0.93	0.71	1.10	1.12	1.21	0.80	1.29	0.99	0.81	1.43	0.90	1.12
Standard error	0.04	0.05	0.04	0.19	0.08	0.07	0.08	0.07	0.05	0.06	0.08	0.11	0.05	0.08	0.06	0.05	0.12	0.09	0.04

Ashcroft National Poll
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Absolutes/col percents

Table 14
How many cars are there in your household?
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	1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base	1001	214	243	44	111	185	404	228	191	144	429	291
None	204 20%	25 12%	60 25%	5 11%	29 26%	26 14%	78 19%	23 10%	52 27%	23 16%	81 19%	63 22%
1	421 42%	87 41%	111 45%	18 41%	40 36%	81 44%	164 41%	97 42%	79 42%	67 47%	184 43%	119 41%
2	284 28%	80 37%	59 24%	18 40%	31 28%	57 31%	118 29%	91 40%	52 27%	39 27%	126 29%	81 28%
3+	92 9%	22 10%	14 6%	4 8%	12 11%	21 11%	44 11%	18 8%	7 4%	15 11%	37 9%	28 10%
Mean	1.33	1.52	1.15	1.45	1.29	1.48	1.40	1.50	1.10	1.35	1.32	1.32
Standard deviation	1.11	0.99	0.96	0.80	1.10	1.25	1.20	0.90	0.92	0.95	0.97	1.07
Standard error	0.04	0.07	0.06	0.13	0.10	0.09	0.06	0.06	0.06	0.08	0.05	0.06

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Absolutes/col percents

Table 15
Current working status
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	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867
NET: Working	558	304	254	57	139	136	132	80	14	193	169	129	67	168	151	115	80	44	490
	56%	62%	50%	48%	82%	82%	75%	54%	6%	71%	61%	60%	28%	62%	57%	48%	57%	52%	56%
Working full time - working 30 hours per week or more	440	278	162	51	115	106	105	56	6	160	131	102	48	134	116	90	67	33	387
	44%	57%	32%	42%	68%	64%	59%	38%	3%	59%	47%	47%	20%	49%	44%	38%	47%	39%	45%
Working part time - working between 8 and 29 hours per week	118	26	92	6	23	30	27	24	8	33	38	27	19	34	35	25	13	10	103
	12%	5%	18%	5%	14%	18%	15%	16%	4%	12%	14%	13%	8%	13%	13%	11%	9%	12%	12%
NET: Not Working	443	187	256	62	31	31	45	67	207	80	108	87	168	103	113	124	61	41	377
	44%	38%	50%	52%	18%	18%	25%	46%	94%	29%	39%	40%	72%	38%	43%	52%	43%	48%	44%
Not working but seeking work or temporarily unemployed or sick	79	42	37	16	12	17	19	14	1	11	6	22	39	10	19	20	22	8	63
	8%	9%	7%	14%	7%	10%	11%	9%	*	4%	2%	10%	17%	4%	7%	8%	15%	9%	7%
Not working and not seeking work/ student	71	36	35	41	13	3	7	7	1	9	29	15	19	19	9	23	13	6	58
	7%	7%	7%	34%	7%	2%	4%	5%	*	3%	10%	7%	8%	7%	3%	10%	9%	7%	7%
Retired on a state pension only	106	20	87	-	-	-	3	15	88	6	8	9	84	27	30	27	13	10	89
	11%	4%	17%	-	-	-	2%	10%	40%	2%	3%	4%	36%	10%	11%	11%	9%	12%	10%
Retired with a private pension	149	85	63	3	2	-	7	20	116	46	57	32	14	41	41	42	11	14	132
	15%	17%	12%	2%	1%	-	4%	14%	53%	17%	20%	15%	6%	15%	16%	17%	7%	17%	15%
House person, housewife, househusband, etc.	38	4	34	2	5	11	8	11	1	7	9	10	13	7	14	12	3	2	35
	4%	1%	7%	2%	3%	7%	5%	7%	1%	3%	3%	4%	6%	2%	5%	5%	2%	3%	4%

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Table 15
Current working status
Base: All respondents

	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	1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base	1001	214	243	44	111	185	404	228	191	144	429	291
NET: Working	558	115	126	21	60	103	260	116	112	83	206	187
	56%	54%	52%	48%	54%	55%	64%	51%	59%	58%	48%	64%
Working full time - working 30 hours per week or more	440	94	102	19	47	75	201	89	91	72	170	147
	44%	44%	42%	44%	43%	41%	50%	39%	48%	50%	40%	51%
Working part time - working between 8 and 29 hours per week	118	21	24	2	13	27	59	27	21	11	36	40
	12%	10%	10%	4%	12%	15%	15%	12%	11%	8%	8%	14%
NET: Not Working	443	99	117	23	51	83	144	112	79	61	224	104
	44%	46%	48%	52%	46%	45%	36%	49%	41%	42%	52%	36%
Not working but seeking work or temporarily unemployed or sick	79	6	30	3	13	10	18	4	15	11	45	12
	8%	3%	12%	7%	12%	5%	4%	2%	8%	7%	10%	4%
Not working and not seeking work/ student	71	9	20	6	2	11	40	5	5	7	21	32
	7%	4%	8%	14%	2%	6%	10%	2%	3%	5%	5%	11%
Retired on a state pension only	106	27	25	7	8	25	42	32	28	15	48	27
	11%	12%	10%	17%	7%	14%	10%	14%	14%	11%	11%	9%
Retired with a private pension	149	54	29	5	24	26	32	68	26	21	94	24
	15%	25%	12%	11%	22%	14%	8%	30%	14%	15%	22%	8%
House person, housewife, househusband, etc.	38	4	13	1	3	10	13	2	5	6	15	9
	4%	2%	5%	2%	3%	5%	3%	1%	3%	4%	4%	3%

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Absolutes/col percents

Table 16
SEG
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	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867
NET: AB	273	138	134	26	61	52	51	36	47	273	-	-	-	83	69	60	36	24	236
	27%	28%	26%	22%	36%	31%	29%	24%	21%	100%	-	-	-	31%	26%	25%	26%	28%	27%
A	64	40	24	8	11	11	14	10	10	64	-	-	-	18	13	15	10	7	52
	6%	8%	5%	6%	6%	7%	8%	7%	5%	23%	-	-	-	7%	5%	6%	7%	9%	6%
B	209	98	110	19	50	40	38	26	37	209	-	-	-	65	56	46	26	17	184
	21%	20%	22%	16%	30%	24%	21%	17%	17%	77%	-	-	-	24%	21%	19%	18%	20%	21%
C1	277	140	137	39	54	50	47	36	51	-	277	-	-	79	75	63	36	24	243
	28%	28%	27%	33%	32%	30%	27%	25%	23%	-	100%	-	-	29%	29%	26%	26%	28%	28%
C2	216	116	100	34	32	42	36	38	34	-	-	216	-	52	60	51	37	17	184
	22%	24%	20%	29%	19%	25%	20%	26%	15%	-	-	100%	-	19%	23%	21%	26%	20%	21%
D	88	46	42	11	14	14	24	13	12	-	-	-	88	23	22	30	6	6	81
	9%	9%	8%	9%	8%	9%	13%	9%	6%	-	-	-	37%	9%	8%	13%	4%	7%	9%
E	147	50	97	9	9	10	19	24	77	-	-	-	147	35	37	36	26	14	124
	15%	10%	19%	8%	5%	6%	11%	16%	35%	-	-	-	63%	13%	14%	15%	18%	16%	14%
NET: DE	235	97	139	20	23	24	43	37	89	-	-	-	235	58	60	66	32	20	205
	24%	20%	27%	17%	14%	14%	24%	25%	40%	-	-	-	100%	21%	23%	28%	23%	23%	24%

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Absolutes/col percents

Table 16
SEG
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	1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base	1001	214	243	44	111	185	404	228	191	144	429	291
NET: AB	273	70	69	20	19	51	121	68	49	59	117	88
	27%	33%	28%	47%	17%	28%	30%	30%	26%	41%	27%	30%
A	64	15	15	4	5	15	26	16	12	11	28	15
	6%	7%	6%	9%	4%	8%	7%	7%	6%	7%	7%	5%
B	209	56	54	17	14	36	95	51	38	48	89	73
	21%	26%	22%	38%	12%	19%	23%	22%	20%	33%	21%	25%
C1	277	77	56	5	33	43	117	77	44	39	121	88
	28%	36%	23%	13%	29%	23%	29%	34%	23%	27%	28%	30%
C2	216	30	56	9	36	44	86	43	38	23	93	61
	22%	14%	23%	21%	33%	24%	21%	19%	20%	16%	22%	21%
D	88	8	23	1	9	23	32	9	23	9	28	20
	9%	4%	9%	2%	8%	12%	8%	4%	12%	6%	6%	7%
E	147	28	40	8	15	25	48	31	37	15	70	35
	15%	13%	16%	17%	13%	13%	12%	14%	19%	10%	16%	12%
NET: DE	235	36	63	8	23	48	79	41	59	23	98	55
	24%	17%	26%	19%	21%	26%	20%	18%	31%	16%	23%	19%

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Absolutes/col percents

Table 17
Age
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	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867
18-24	119 12%	75 15%	45 9%	119 100%	-	-	-	-	-	26 10%	39 14%	34 16%	20 8%	28 10%	34 13%	28 12%	21 15%	8 10%	106 12%
25-34	169 17%	104 21%	65 13%	-	169 100%	-	-	-	-	61 22%	54 19%	32 15%	23 10%	54 20%	33 13%	43 18%	32 22%	8 9%	152 18%
35-44	167 17%	72 15%	95 19%	-	-	167 100%	-	-	-	52 19%	50 18%	42 19%	24 10%	39 14%	54 21%	39 16%	19 13%	16 19%	145 17%
45-54	177 18%	80 16%	97 19%	-	-	-	177 100%	-	-	51 19%	47 17%	36 17%	43 18%	50 19%	50 19%	32 13%	27 19%	17 20%	148 17%
55-64	147 15%	68 14%	79 16%	-	-	-	-	147 100%	-	36 13%	36 13%	38 18%	37 16%	42 15%	27 10%	35 15%	21 15%	22 26%	117 13%
65 or older	221 22%	91 19%	130 25%	-	-	-	-	-	221 100%	47 17%	51 18%	34 16%	89 38%	58 22%	66 25%	62 26%	21 15%	13 15%	199 23%
Average age	47.06	44.63	49.38	21.00	29.50	39.50	49.50	59.50	70.00	45.25	44.93	45.09	53.45	47.12	47.44	47.81	43.89	48.81	46.88

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Absolutes/col percents

Table 17
Age
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	1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base	1001	214	243	44	111	185	404	228	191	144	429	291
18-24	119 12%	21 10%	26 11%	10 23%	5 5%	22 12%	62 15%	10 5%	7 4%	7 5%	38 9%	44 15%
25-34	169 17%	32 15%	42 17%	8 18%	22 20%	22 12%	75 19%	30 13%	24 13%	28 20%	66 15%	59 20%
35-44	167 17%	22 10%	53 22%	4 10%	15 14%	30 16%	71 17%	27 12%	37 19%	31 21%	68 16%	48 17%
45-54	177 18%	37 18%	42 17%	5 12%	21 19%	34 18%	72 18%	38 17%	37 19%	26 18%	75 18%	51 18%
55-64	147 15%	27 13%	40 17%	6 14%	20 18%	32 17%	62 15%	27 12%	37 19%	28 19%	58 14%	47 16%
65 or older	221 22%	75 35%	40 17%	10 24%	28 25%	46 25%	62 15%	96 42%	48 25%	24 17%	124 29%	42 14%
Average age	47.06	51.18	45.83	44.82	49.71	48.98	44.35	54.14	51.03	47.42	49.60	44.05

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Table 18
Gender
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	1001	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867
Male	491	491	-	75	104	72	80	68	91	138	140	116	97	135	128	117	69	42	428
	49%	100%	-	63%	62%	43%	45%	46%	41%	51%	50%	54%	41%	50%	48%	49%	49%	50%	49%
Female	510	-	510	45	65	95	97	79	130	134	137	100	139	137	136	123	72	42	439
	51%	-	100%	37%	38%	57%	55%	54%	59%	49%	50%	46%	59%	50%	52%	51%	51%	50%	51%

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Absolutes/col percents

Table 18
Gender
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	1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base	1001	214	243	44	111	185	404	228	191	144	429	291
Male	491	114	122	12	64	68	175	121	96	73	236	134
	49%	53%	50%	28%	58%	37%	43%	53%	50%	51%	55%	46%
Female	510	100	121	32	47	117	230	108	95	71	193	157
	51%	47%	50%	72%	42%	63%	57%	47%	50%	49%	45%	54%

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Absolutes/col percents

Table 19
Region
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	516	485	87	157	160	202	175	220	396	218	122	265	288	241	235	148	89	859
Weighted base	1001	491	510	119	169	167	177	147	221	273	277	216	235	272	264	240	141	84	867
Scotland	84	42	42	8	8	16	17	22	13	24	24	17	20	-	-	-	-	84	-
	8%	9%	8%	7%	4%	10%	10%	15%	6%	9%	9%	8%	8%	-	-	-	-	100%	-
North East	40	28	12	7	8	8	5	6	5	9	10	7	14	-	-	40	-	-	40
	4%	6%	2%	6%	5%	5%	3%	4%	2%	3%	4%	3%	6%	-	-	17%	-	-	5%
North West	109	50	58	10	22	20	13	11	33	29	29	23	27	-	-	109	-	-	109
	11%	10%	11%	8%	13%	12%	7%	8%	15%	11%	11%	11%	11%	-	-	45%	-	-	13%
Yorkshire & Humberside	91	38	53	11	13	10	14	18	25	22	23	21	25	-	-	91	-	-	91
	9%	8%	10%	10%	7%	6%	8%	12%	11%	8%	8%	10%	11%	-	-	38%	-	-	10%
West Midlands	92	45	47	11	12	20	15	10	24	25	30	20	17	-	92	-	-	-	92
	9%	9%	9%	9%	7%	12%	9%	7%	11%	9%	11%	9%	7%	-	35%	-	-	-	11%
East Midlands	69	44	24	14	11	15	13	3	13	17	18	20	14	-	69	-	-	-	69
	7%	9%	5%	12%	7%	9%	7%	2%	6%	6%	6%	9%	6%	-	26%	-	-	-	8%
Wales	49	20	29	5	9	6	12	8	9	13	10	16	11	-	-	-	49	-	-
	5%	4%	6%	4%	6%	4%	7%	6%	4%	5%	4%	7%	5%	-	-	-	35%	-	-
Eastern	103	38	65	9	10	19	22	14	30	27	27	20	28	-	103	-	-	-	103
	10%	8%	13%	7%	6%	11%	12%	10%	13%	10%	10%	9%	12%	-	39%	-	-	-	12%
London	128	63	65	16	32	22	21	18	19	42	36	25	25	128	-	-	-	-	128
	13%	13%	13%	13%	19%	13%	12%	12%	9%	15%	13%	12%	11%	47%	-	-	-	-	15%
South East	143	72	71	12	22	17	29	24	39	41	43	27	33	143	-	-	-	-	143
	14%	15%	14%	10%	13%	10%	17%	16%	18%	15%	15%	13%	14%	53%	-	-	-	-	17%
South West	92	49	43	17	22	13	16	13	12	24	26	21	21	-	-	-	92	-	92
	9%	10%	8%	14%	13%	8%	9%	9%	5%	9%	10%	10%	9%	-	-	-	65%	-	11%

Ashcroft National Poll
CATI Fieldwork : 22nd - 25th January 2015

Absolutes/col percents

Table 19
Region
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	1001	204	260	38	110	183	403	211	230	125	435	291
Weighted base	1001	214	243	44	111	185	404	228	191	144	429	291
Scotland	84	8	17	3	3	19	29	11	18	9	40	18
	8%	4%	7%	6%	3%	10%	7%	5%	10%	6%	9%	6%
North East	40	4	15	-	7	7	18	3	11	8	14	15
	4%	2%	6%	-	6%	4%	4%	1%	6%	6%	3%	5%
North West	109	22	32	3	16	18	36	28	25	9	54	27
	11%	10%	13%	6%	15%	10%	9%	12%	13%	6%	12%	9%
Yorkshire & Humberside	91	15	26	4	10	20	42	20	20	15	37	28
	9%	7%	11%	8%	9%	11%	10%	9%	11%	11%	9%	10%
West Midlands	92	25	21	4	10	18	33	22	18	17	40	24
	9%	12%	9%	8%	9%	10%	8%	9%	10%	12%	9%	8%
East Midlands	69	16	17	-	12	11	25	20	14	7	33	18
	7%	8%	7%	-	11%	6%	6%	9%	8%	5%	8%	6%
Wales	49	8	9	6	5	11	15	9	10	5	24	10
	5%	4%	4%	13%	4%	6%	4%	4%	5%	4%	6%	4%
Eastern	103	34	19	9	7	18	40	31	12	14	46	29
	10%	16%	8%	20%	6%	10%	10%	14%	6%	10%	11%	10%
London	128	26	38	5	9	17	51	23	29	16	53	39
	13%	12%	16%	12%	8%	9%	13%	10%	15%	11%	12%	13%
South East	143	36	27	8	22	21	70	43	19	25	53	59
	14%	17%	11%	19%	20%	11%	17%	19%	10%	17%	12%	20%
South West	92	19	22	3	9	24	45	18	13	18	36	24
	9%	9%	9%	8%	8%	13%	11%	8%	7%	13%	8%	8%