

## Ashcroft National Poll

### CATI Fieldwork : 30th January - 1st February 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	520	482	85	154	156	201	169	237	388	236	137	241	270	253	241	142	96	857	
Weighted base	1002	492	510	115	166	169	181	148	222	277	275	218	232	266	266	243	142	85	866	
Absolutely certain to vote	(10)	612 61%	303 62%	309 61%	33 29%	88 53%	111 66%	122 67%	99 66%	160 72%	201 72%	162 59%	125 57%	125 54%	144 54%	165 62%	156 64%	86 60%	61 72%	521 60%
	(9)	29 3%	14 3%	15 3%	5 4%	6 4%	6 3%	7 4%	2 1%	4 2%	15 5%	9 3%	1 1%	4 2%	7 3%	9 4%	8 3%	3 2%	1 1%	27 3%
	(8)	77 8%	25 5%	52 10%	11 10%	17 10%	14 9%	11 6%	11 8%	12 5%	18 7%	26 9%	22 10%	11 5%	26 10%	21 8%	18 7%	9 6%	4 4%	69 8%
	(7)	34 3%	15 3%	19 4%	10 9%	5 3%	3 2%	5 3%	4 3%	8 3%	9 3%	9 3%	8 4%	8 3%	11 4%	9 3%	3 1%	4 3%	7 8%	28 3%
	(6)	20 2%	5 1%	15 3%	5 4%	4 2%	5 3%	5 2%	- -	2 1%	2 1%	6 2%	1 *	11 5%	2 1%	3 1%	7 3%	4 3%	3 4%	16 2%
	(5)	58 6%	28 6%	29 6%	14 12%	14 9%	6 4%	8 4%	6 4%	9 4%	9 3%	19 7%	10 5%	20 9%	15 6%	16 6%	16 7%	8 6%	2 2%	51 6%
	(4)	13 1%	7 1%	6 1%	3 2%	2 1%	1 *	2 1%	4 3%	2 1%	2 1%	3 1%	5 2%	3 1%	3 1%	6 2%	2 1%	- -	2 2%	11 1%
	(3)	24 2%	14 3%	9 2%	3 3%	9 5%	3 2%	3 2%	1 1%	4 2%	3 1%	9 3%	4 2%	7 3%	11 4%	7 3%	4 2%	1 *	1 2%	23 3%
	(2)	12 1%	9 2%	3 1%	2 1%	3 2%	1 1%	1 *	3 2%	3 1%	2 1%	2 1%	- -	7 3%	3 1%	2 1%	5 2%	2 2%	- -	11 1%
Definitely would not vote	(1)	115 12%	68 14%	47 9%	30 26%	18 11%	19 11%	17 9%	17 12%	15 7%	16 6%	25 9%	41 19%	33 14%	40 15%	24 9%	23 10%	23 16%	5 6%	101 12%
Refused		2 *	- -	2 *	- -	- -	- -	1 *	1 1%	- -	1 *	1 1%	- -	- -	1 *	1 1%	- -	- -	- -	2 *
Don't know		6 1%	2 1%	3 1%	- -	1 -	- -	1 -	- 1%	- 2%	- -	2 1%	- -	4 2%	2 1%	1 *	1 *	2 1%	- -	6 1%
Mean		7.95	7.75	8.15	5.95	7.59	8.20	8.38	8.12	8.63	8.82	8.01	7.45	7.30	7.51	8.14	8.14	7.70	8.63	7.91
Standard deviation		3.17	3.40	2.93	3.56	3.22	3.09	2.92	3.20	2.72	2.48	3.02	3.56	3.47	3.42	2.99	3.06	3.45	2.59	3.20
Standard error		0.10	0.15	0.13	0.39	0.26	0.25	0.21	0.25	0.18	0.13	0.20	0.30	0.23	0.21	0.19	0.20	0.29	0.26	0.11

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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		1002	229	222	52	110	159	408	237	199	111	434	302
Weighted base		1002	221	225	58	114	152	405	228	191	144	432	303
Absolutely certain to vote	(10)	612 61%	161 73%	163 73%	41 71%	86 76%	73 48%	222 55%	190 83%	150 79%	116 81%	355 82%	184 61%
	(9)	29 3%	8 4%	9 4%	1 1%	2 1%	6 4%	18 4%	10 4%	4 2%	3 2%	10 2%	12 4%
	(8)	77 8%	23 10%	19 8%	7 12%	6 5%	19 12%	44 11%	14 6%	18 9%	6 5%	31 7%	27 9%
	(7)	34 3%	9 4%	7 3%	2 3%	3 3%	11 7%	20 5%	5 2%	3 2%	3 2%	10 2%	13 4%
	(6)	20 2%	5 2%	7 3%	- -	- -	5 3%	14 3%	2 1%	3 2%	1 1%	6 1%	10 3%
	(5)	58 6%	10 5%	11 5%	3 6%	8 7%	14 9%	42 10%	3 1%	8 4%	7 5%	12 3%	32 10%
	(4)	13 1%	1 *	2 1%	* 1%	2 2%	6 4%	10 3%	1 *	2 1%	- -	1 *	7 2%
	(3)	24 2%	3 1%	4 2%	4 7%	5 4%	6 4%	20 5%	1 1%	- -	2 1%	4 1%	14 5%
	(2)	12 1%	1 *	3 1%	- -	2 1%	5 3%	9 2%	- -	- -	- -	3 1%	4 1%
Definitely would not vote	(1)	115 12%	-	-	-	-	-	-	-	3 1%	2 1%	-	-
Refused		2 *	-	-	-	-	2 1%	-	-	-	1 1%	-	-
Don't know		6 1%	-	-	-	-	6 4%	6 1%	2 1%	-	2 1%	-	-
Mean		7.95	9.18	9.04	8.86	8.93	8.06	8.22	9.59	9.28	9.34	9.44	8.42
Standard deviation		3.17	1.61	1.88	2.14	2.18	2.47	2.42	1.14	1.68	1.72	1.43	2.34
Standard error		0.10	0.11	0.13	0.30	0.21	0.20	0.12	0.07	0.12	0.16	0.07	0.13

## Ashcroft National Poll

### CATI Fieldwork : 30th January - 1st February 2015

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	520	482	85	154	156	201	169	237	388	236	137	241	270	253	241	142	96	857
Weighted base	1002	492	510	115	166	169	181	148	222	277	275	218	232	266	266	243	142	85	866
Conservative	221 22%	103 21%	118 23%	15 13%	35 21%	35 21%	48 26%	30 20%	58 26%	83 30%	62 22%	44 20%	32 14%	66 25%	68 26%	55 22%	25 18%	7 9%	208 24%
Labour	225 22%	96 20%	128 25%	27 24%	42 25%	43 25%	33 18%	33 22%	47 21%	63 23%	65 24%	38 17%	59 25%	56 21%	56 21%	67 27%	27 19%	19 22%	191 22%
Liberal Democrat	58 6%	32 6%	26 5%	8 7%	12 7%	10 6%	11 6%	5 3%	12 5%	19 7%	18 7%	11 5%	10 4%	17 6%	17 6%	9 4%	14 10%	2 2%	53 6%
SNP	29 3%	18 4%	11 2%	3 2%	3 2%	4 3%	7 4%	8 5%	5 2%	7 3%	6 2%	8 4%	8 3%	-	-	-	-	29 34%	-
Plaid Cymru	5 *	3 1%	2 *	-	1 1%	-	* *	1 1%	2 1%	* *	1 *	-	3 1%	-	-	-	5 3%	-	-
The UK Independence Party	114 11%	68 14%	45 9%	5 4%	18 11%	15 9%	26 15%	25 17%	24 11%	16 6%	35 13%	29 14%	33 14%	28 10%	31 12%	34 14%	19 13%	2 3%	107 12%
The Green Party	66 7%	30 6%	35 7%	14 12%	12 7%	16 10%	5 3%	8 5%	10 4%	26 10%	24 9%	4 2%	12 5%	18 7%	19 7%	18 7%	6 4%	5 5%	58 7%
The British National Party	1 *	-	1 *	-	-	1 1%	-	-	-	-	-	1 1%	-	1 *	-	-	-	-	1 *
Another party	18 2%	9 2%	9 2%	3 2%	3 2%	3 2%	4 2%	3 2%	2 1%	3 1%	5 2%	6 3%	4 2%	3 1%	6 2%	5 2%	3 2%	1 1%	16 2%
Would not vote	115 12%	68 14%	47 9%	30 26%	18 11%	19 11%	17 9%	17 12%	15 7%	16 6%	25 9%	41 19%	33 14%	40 15%	24 9%	23 10%	23 16%	5 6%	101 12%
Refused	50 5%	19 4%	31 6%	-	3 2%	7 4%	10 5%	9 6%	21 10%	13 5%	12 4%	13 6%	11 5%	7 3%	15 6%	14 6%	7 5%	6 7%	42 5%
Don't know	102 10%	44 9%	57 11%	11 9%	19 11%	14 8%	19 11%	11 7%	28 12%	29 11%	24 9%	21 10%	27 12%	30 11%	30 11%	18 8%	14 10%	10 11%	88 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	229	222	52	110	159	408	237	199	111	434	302
Weighted base	1002	221	225	58	114	152	405	228	191	144	432	303
Conservative	221 22%	221 100%	-	-	-	-	76 19%	169 74%	6 3%	8 6%	145 34%	76 25%
Labour	225 22%	-	225 100%	-	-	-	76 19%	6 3%	133 70%	36 25%	149 35%	76 25%
Liberal Democrat	58 6%	-	-	58 100%	-	-	36 9%	2 1%	5 3%	31 22%	22 5%	36 12%
SNP	29 3%	-	-	-	-	-	5 1%	-	5 3%	3 2%	24 6%	5 2%
Plaid Cymru	5 *	-	-	-	-	-	3 1%	-	-	1 1%	2 *	3 1%
The UK Independence Party	114 11%	-	-	-	114 100%	-	53 13%	25 11%	14 7%	12 9%	60 14%	53 18%
The Green Party	66 7%	-	-	-	-	-	38 9%	3 1%	2 1%	28 19%	28 6%	38 13%
The British National Party	1 *	-	-	-	-	-	1 *	-	-	-	-	1 *
Another party	18 2%	-	-	-	-	-	16 4%	-	3 2%	2 1%	2 *	16 5%
Would not vote	115 12%	-	-	-	-	-	-	-	3 1%	2 1%	-	-
Refused	50 5%	-	-	-	-	50 33%	-	3 1%	6 3%	7 5%	-	-
Don't know	102 10%	-	-	-	-	102 67%	102 25%	19 8%	13 7%	12 8%	-	-

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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	564	295	269	33	78	94	120	98	140	246	131	68	118	138	144	143	80	60	477
Weighted base	560	275	285	45	88	102	108	88	129	179	157	111	113	135	150	145	77	52	479
Conservative	172 31%	79 29%	93 33%	9 20%	24 27%	28 27%	38 35%	26 29%	49 38%	67 38%	46 29%	34 31%	26 23%	50 37%	52 35%	44 30%	21 27%	6 12%	162 34%
Labour	172 31%	74 27%	98 34%	17 38%	30 34%	33 33%	26 24%	24 28%	41 32%	52 29%	46 29%	32 29%	42 37%	39 29%	45 30%	52 36%	21 28%	15 28%	145 30%
Liberal Democrat	43 8%	22 8%	21 7%	5 11%	9 10%	8 8%	8 8%	4 5%	9 7%	15 9%	14 9%	9 8%	5 5%	12 9%	12 8%	6 4%	12 16%	2 3%	38 8%
SNP	24 4%	15 5%	9 3%	1 3%	2 3%	4 4%	6 6%	7 8%	3 3%	6 4%	4 3%	7 7%	6 5%	- -	- -	- -	- -	24 46%	- -
Plaid Cymru	4 1%	2 1%	1 *	- -	* *	- -	* *	1 1%	2 2%	* *	1 1%	- -	2 2%	- -	- -	- -	4 5%	- -	- -
The UK Independence Party	85 15%	53 19%	32 11%	2 4%	11 13%	13 13%	23 21%	19 21%	17 13%	12 7%	26 17%	24 22%	23 21%	21 15%	22 15%	28 19%	12 16%	2 4%	81 17%
The Green Party	52 9%	25 9%	28 10%	10 23%	10 11%	14 14%	4 4%	6 7%	8 6%	23 13%	19 12%	3 3%	7 6%	13 10%	16 11%	14 10%	5 7%	3 7%	46 10%
The British National Party	* *	- -	* *	- -	- -	* *	- -	- -	- -	- -	- -	* *	- -	* *	- -	- -	- -	- -	* *
Another party	7 1%	4 1%	3 1%	* 1%	2 2%	2 2%	2 2%	1 2%	* *	2 1%	1 1%	2 1%	2 2%	1 1%	3 2%	2 1%	2 2%	* 1%	6 1%

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**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	564	180	170	39	81	-	205	181	147	79	359	205
Weighted base	560	172	172	43	85	-	205	176	140	100	355	205
Conservative	172	172	-	-	-	-	51	144	5	6	121	51
	31%	100%	-	-	-	-	25%	82%	4%	6%	34%	25%
Labour	172	-	172	-	-	-	53	6	109	30	118	53
	31%	-	100%	-	-	-	26%	3%	78%	30%	33%	26%
Liberal Democrat	43	-	-	43	-	-	25	2	5	26	18	25
	8%	-	-	100%	-	-	12%	1%	3%	26%	5%	12%
SNP	24	-	-	-	-	-	2	-	5	2	21	2
	4%	-	-	-	-	-	1%	-	3%	2%	6%	1%
Plaid Cymru	4	-	-	-	-	-	2	-	-	1	2	2
	1%	-	-	-	-	-	1%	-	-	1%	*	1%
The UK Independence Party	85	-	-	-	85	-	35	22	12	10	50	35
	15%	-	-	-	100%	-	17%	13%	9%	10%	14%	17%
The Green Party	52	-	-	-	-	-	30	3	2	24	22	30
	9%	-	-	-	-	-	15%	1%	1%	24%	6%	15%
The British National Party	*	-	-	-	-	-	*	-	-	-	-	*
	*	-	-	-	-	-	*	-	-	-	-	*
Another party	7	-	-	-	-	-	6	-	2	1	2	6
	1%	-	-	-	-	-	3%	-	1%	1%	*	3%

**Ashcroft National Poll**  
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Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	31%
Labour	31%
Liberal Democrat/ Liberal	8%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	15%
The Green Party	9%
Other	1%

**Ashcroft National Poll**  
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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	736	386	350	56	116	119	150	124	171	304	178	89	165	192	186	185	100	73	629
Weighted base	735	360	375	75	127	129	135	112	159	218	214	142	161	189	197	187	98	64	635
Will definitely vote that way	432	219	212	34	54	86	86	67	105	130	120	88	95	119	113	110	49	41	373
	59%	61%	57%	45%	43%	67%	64%	60%	66%	59%	56%	62%	59%	63%	58%	59%	50%	64%	59%
Might end up voting differently	303	140	163	41	73	43	49	45	54	89	95	54	66	70	83	78	49	23	262
	41%	39%	43%	55%	57%	33%	36%	40%	34%	41%	44%	38%	41%	37%	42%	41%	50%	36%	41%



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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	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	736	229	222	52	110	-	302	213	176	95	434	302
Weighted base	735	221	225	58	114	-	303	206	169	123	432	303
Will definitely vote that way	432 59%	145 66%	149 66%	22 38%	60 53%	-	-	136 66%	124 74%	61 49%	432 100%	-
Might end up voting differently	303 41%	76 34%	76 34%	36 62%	53 47%	-	303 100%	70 34%	45 26%	62 51%	-	303 100%

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Absolutes/col percents

Table 6

**Q5. Leaving aside the question of which party you may vote for in the election, which of these statements is closer to your own view about Britain today, even if neither describes exactly what you think?**

**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	520	482	85	154	156	201	169	237	388	236	137	241	270	253	241	142	96	857
Weighted base	1002	492	510	115	166	169	181	148	222	277	275	218	232	266	266	243	142	85	866
Although the last few years have been difficult, the country is heading in the right direction and we need to stay on the same path	449 45%	233 47%	216 42%	41 35%	78 47%	66 39%	99 55%	58 39%	107 48%	152 55%	133 48%	85 39%	79 34%	127 48%	124 47%	96 40%	67 47%	35 41%	395 46%
The policies of the last few years have failed and it is time for a change	513 51%	240 49%	273 53%	70 60%	85 51%	98 58%	76 42%	82 55%	103 46%	118 43%	133 48%	125 58%	137 59%	129 49%	129 49%	138 57%	71 50%	46 54%	436 50%
Don't know	40 4%	18 4%	22 4%	5 4%	3 2%	5 3%	5 3%	9 6%	12 5%	7 3%	9 3%	7 3%	17 7%	10 4%	13 5%	9 4%	4 3%	4 5%	35 4%

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Unweighted base	1002	229	222	52	110	159	408	237	199	111	434	302
Weighted base	1002	221	225	58	114	152	405	228	191	144	432	303
Although the last few years have been difficult, the country is heading in the right direction and we need to stay on the same path	449 45%	184 84%	64 28%	28 48%	39 34%	80 53%	191 47%	191 84%	55 29%	56 39%	194 45%	143 47%
The policies of the last few years have failed and it is time for a change	513 51%	34 15%	157 70%	29 50%	72 63%	58 38%	199 49%	34 15%	136 71%	86 60%	228 53%	154 51%
Don't know	40 4%	2 1%	5 2%	1 2%	3 3%	13 9%	15 4%	3 1%	-	3 2%	10 2%	7 2%

## Ashcroft National Poll

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Absolutes/col percents

Table 7

**Q6. I am going to read out some reasons people have given for not voting Labour. Please can you say in each case whether or not it is one of the concerns you have about voting Labour ...**

**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	1002	520	482	85	154	156	201	169	237	388	236	137	241	270	253	241	142	96	857
Weighted base	1002	492	510	115	166	169	181	148	222	277	275	218	232	266	266	243	142	85	866
<b><u>They have not made clear what they would do to improve things</u></b>																			
Is one of the reasons	611	314	296	70	87	98	108	103	145	162	157	135	157	158	163	139	95	57	521
	61%	64%	58%	61%	52%	58%	60%	69%	65%	58%	57%	62%	68%	59%	61%	57%	67%	67%	60%
Is NOT one of the reasons	391	177	214	45	80	71	73	46	77	115	119	82	75	108	103	105	47	28	345
	39%	36%	42%	39%	48%	42%	40%	31%	35%	42%	43%	38%	32%	41%	39%	43%	33%	33%	40%
<b><u>They might spend and borrow more than the country can afford</u></b>																			
Is one of the reasons	627	311	317	70	94	105	114	92	152	160	161	150	156	168	166	156	88	50	550
	63%	63%	62%	61%	56%	62%	63%	62%	68%	58%	58%	69%	67%	63%	62%	64%	62%	59%	63%
Is NOT one of the reasons	375	181	194	45	73	64	66	57	70	117	115	68	75	98	100	87	55	35	317
	37%	37%	38%	39%	44%	38%	37%	38%	32%	42%	42%	31%	33%	37%	38%	36%	38%	41%	37%
<b><u>They have other policies that I think would be bad for the country</u></b>																			
Is one of the reasons	499	242	257	53	69	92	84	86	116	134	136	105	124	128	129	120	77	46	424
	50%	49%	50%	46%	41%	54%	47%	58%	52%	48%	49%	48%	54%	48%	49%	49%	54%	54%	49%
Is NOT one of the reasons	503	250	253	62	98	77	96	63	107	143	139	113	108	138	137	123	66	39	442
	50%	51%	50%	54%	59%	46%	53%	42%	48%	52%	51%	52%	46%	52%	51%	51%	46%	46%	51%
<b><u>They might not have learned the right lessons from their time in government</u></b>																			
Is one of the reasons	604	316	289	57	87	102	108	99	151	151	166	137	151	163	161	145	84	52	521
	60%	64%	57%	50%	52%	60%	60%	67%	68%	54%	60%	63%	65%	61%	61%	59%	59%	61%	60%
Is NOT one of the reasons	398	176	222	58	79	67	73	49	71	126	110	80	81	103	104	99	58	33	345
	40%	36%	43%	50%	48%	40%	40%	33%	32%	46%	40%	37%	35%	39%	39%	41%	41%	39%	40%

**Ashcroft National Poll**  
**CATI Fieldwork : 30th January - 1st February 2015**

Absolutes/col percents

Table 7

**Q6. I am going to read out some reasons people have given for not voting Labour. Please can you say in each case whether or not it is one of the concerns you have about voting Labour ...**

**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
Weighted base	1002	492	510	115	166	169	181	148	222	277	275	218	232	266	266	243	142	85	866
<b><u>I don't think Ed Miliband would be a good Prime Minister</u></b>																			
Is one of the reasons	606	310	296	51	100	102	116	93	144	183	156	130	136	156	156	139	95	59	518
	60%	63%	58%	44%	60%	60%	64%	63%	65%	66%	57%	60%	59%	59%	59%	57%	67%	69%	60%
Is NOT one of the reasons	396	181	215	64	67	67	65	55	78	94	119	88	95	110	109	104	47	26	348
	40%	37%	42%	56%	40%	40%	36%	37%	35%	34%	43%	40%	41%	41%	41%	43%	33%	31%	40%
<b><u>I am worried Labour might undo some of the current government's policies on immigration or reforming benefits</u></b>																			
Is one of the reasons	461	215	246	44	58	72	74	78	135	109	126	108	117	117	128	103	72	40	400
	46%	44%	48%	38%	35%	43%	41%	53%	61%	39%	46%	50%	51%	44%	48%	42%	51%	47%	46%
Is NOT one of the reasons	541	277	264	72	109	97	106	70	87	168	149	110	114	148	137	140	70	45	466
	54%	56%	52%	62%	65%	57%	59%	47%	39%	61%	54%	50%	49%	56%	52%	58%	49%	53%	54%
<b><u>I'm not sure Labour is on the side of people like me</u></b>																			
Is one of the reasons	462	255	207	44	58	75	91	75	119	115	120	104	122	127	117	96	76	47	390
	46%	52%	41%	38%	35%	44%	50%	50%	54%	42%	44%	48%	53%	48%	44%	39%	53%	56%	45%
Is NOT one of the reasons	540	236	303	72	108	94	90	74	103	162	155	113	109	139	148	148	67	38	476
	54%	48%	59%	62%	65%	56%	50%	50%	46%	58%	56%	52%	47%	52%	56%	61%	47%	44%	55%

## Ashcroft National Poll

### CATI Fieldwork : 30th January - 1st February 2015

Absolutes/col percents

Table 7

**Q6. I am going to read out some reasons people have given for not voting Labour. Please can you say in each case whether or not it is one of the concerns you have about voting Labour ...**

**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	229	222	52	110	159	408	237	199	111	434	302
Weighted base	1002	221	225	58	114	152	405	228	191	144	432	303
<b><u>They have not made clear what they would do to improve things</u></b>												
Is one of the reasons	611	147	80	40	93	99	284	167	73	98	234	214
	61%	66%	36%	69%	82%	65%	70%	73%	38%	68%	54%	70%
Is NOT one of the reasons	391	74	145	18	20	53	121	61	118	45	198	90
	39%	34%	64%	31%	18%	35%	30%	27%	62%	32%	46%	30%
<b><u>They might spend and borrow more than the country can afford</u></b>												
Is one of the reasons	627	186	93	31	91	93	259	196	87	62	262	197
	63%	84%	41%	54%	80%	61%	64%	86%	45%	43%	61%	65%
Is NOT one of the reasons	375	35	132	27	23	59	146	32	104	82	170	106
	37%	16%	59%	46%	20%	39%	36%	14%	55%	57%	39%	35%
<b><u>They have other policies that I think would be bad for the country</u></b>												
Is one of the reasons	499	154	56	20	82	67	193	165	57	48	228	149
	50%	70%	25%	35%	73%	44%	48%	72%	30%	34%	53%	49%
Is NOT one of the reasons	503	67	169	38	31	84	212	63	134	96	204	154
	50%	30%	75%	65%	27%	56%	52%	28%	70%	66%	47%	51%
<b><u>They might not have learned the right lessons from their time in government</u></b>												
Is one of the reasons	604	177	74	35	97	88	242	190	76	69	261	184
	60%	80%	33%	60%	86%	58%	60%	83%	40%	48%	61%	61%
Is NOT one of the reasons	398	43	150	23	16	63	163	38	114	75	170	119
	40%	20%	67%	40%	14%	42%	40%	17%	60%	52%	39%	39%

**Ashcroft National Poll**  
**CATI Fieldwork : 30th January - 1st February 2015**

Absolutes/col percents

Table 7

**Q6. I am going to read out some reasons people have given for not voting Labour. Please can you say in each case whether or not it is one of the concerns you have about voting Labour ...**

**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
Weighted base	1002	221	225	58	114	152	405	228	191	144	432	303
<b><u>I don't think Ed Miliband would be a good Prime Minister</u></b>												
Is one of the reasons	606	176	99	30	81	90	256	190	87	79	255	200
	60%	80%	44%	52%	72%	60%	63%	83%	46%	55%	59%	66%
Is NOT one of the reasons	396	45	126	28	32	61	149	39	104	64	177	103
	40%	20%	56%	48%	28%	40%	37%	17%	54%	45%	41%	34%
<b><u>I am worried Labour might undo some of the current government's policies on immigration or reforming benefits</u></b>												
Is one of the reasons	461	146	58	14	80	70	184	163	59	34	195	138
	46%	66%	26%	25%	70%	46%	46%	71%	31%	24%	45%	46%
Is NOT one of the reasons	541	75	166	44	34	81	220	66	132	110	236	165
	54%	34%	74%	75%	30%	54%	54%	29%	69%	76%	55%	54%
<b><u>I'm not sure Labour is on the side of people like me</u></b>												
Is one of the reasons	462	129	35	18	85	64	171	142	53	53	204	130
	46%	58%	15%	31%	75%	42%	42%	62%	28%	37%	47%	43%
Is NOT one of the reasons	540	92	190	40	29	87	234	86	138	91	228	173
	54%	42%	85%	69%	25%	58%	58%	38%	72%	63%	53%	57%

**Ashcroft National Poll**  
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Absolutes/col percents

Table 8

**Q7. Which of the following statements comes closest to your own view about the Labour Party, even if none describes exactly what you think?**

**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	520	482	85	154	156	201	169	237	388	236	137	241	270	253	241	142	96	857
Weighted base	1002	492	510	115	166	169	181	148	222	277	275	218	232	266	266	243	142	85	866
Labour have learned the right lessons from what went wrong during their time in government, and can be trusted to run the country again	257 26%	109 22%	148 29%	36 31%	57 34%	46 27%	36 20%	33 22%	50 22%	66 24%	79 29%	56 26%	56 24%	72 27%	65 24%	79 32%	24 17%	18 21%	227 26%
Labour have not yet learned the right lessons from what went wrong during their time in government, and cannot yet be trusted to run the country again	577 58%	303 62%	274 54%	50 43%	87 53%	91 54%	116 65%	93 63%	140 63%	153 55%	156 57%	131 60%	137 59%	153 58%	157 59%	127 52%	91 64%	50 59%	502 58%
The last Labour government did a pretty good job, and I don't think they have to learn lessons in order for me to be happy for them to run the country again	167 17%	79 16%	88 17%	30 26%	22 13%	32 19%	28 15%	23 15%	32 15%	57 21%	41 15%	30 14%	39 17%	41 15%	44 17%	38 16%	28 19%	17 20%	137 16%



**Ashcroft National Poll**  
**CATI Fieldwork : 30th January - 1st February 2015**

Absolutes/col percents

Table 8

**Q7. Which of the following statements comes closest to your own view about the Labour Party, even if none describes exactly what you think?**

**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	229	222	52	110	159	408	237	199	111	434	302
Weighted base	1002	221	225	58	114	152	405	228	191	144	432	303
Labour have learned the right lessons from what went wrong during their time in government, and can be trusted to run the country again	257 26%	15 7%	141 63%	9 16%	10 9%	32 21%	98 24%	15 7%	100 52%	37 26%	121 28%	75 25%
Labour have not yet learned the right lessons from what went wrong during their time in government, and cannot yet be trusted to run the country again	577 58%	194 88%	23 10%	32 54%	97 86%	94 62%	230 57%	203 89%	50 26%	60 42%	242 56%	167 55%
The last Labour government did a pretty good job, and I don't think they have to learn lessons in order for me to be happy for them to run the country again	167 17%	11 5%	61 27%	17 30%	6 6%	26 17%	77 19%	11 5%	41 21%	47 33%	69 16%	61 20%

**Ashcroft National Poll**  
**CATI Fieldwork : 30th January - 1st February 2015**

Absolutes/col percents

Table 9  
**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	618 62%	611 61%
No	384 38%	391 39%

**Ashcroft National Poll**  
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Absolutes/col percents

Table 10  
**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	697 70%	651 65%
Owned outright - without mortgage	336 34%	331 33%
Owned with a mortgage or loan	361 36%	321 32%
NET: Renters	294 29%	341 34%
Rented from the council	81 8%	140 14%
Rented from a housing association	60 6%	51 5%
Rented from someone else	153 15%	149 15%
Rent free	11 1%	10 1%

**Ashcroft National Poll**  
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Absolutes/col percents

Table 11  
**How many cars are there in your household?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
None	199 20%	210 21%
1	438 44%	421 42%
2	271 27%	281 28%
3+	94 9%	90 9%
Mean	1.34	1.32
Standard deviation	1.29	1.24
Standard error	0.04	0.04

**Ashcroft National Poll**  
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Absolutes/col percents

Table 12  
**Current working status**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Working	614 61%	561 56%
Working full time - working 30 hours per week or more	465 46%	441 44%
Working part time - working between 8 and 29 hours per week	149 15%	120 12%
NET: Not Working	388 39%	441 44%
Not working but seeking work or temporarily unemployed or sick	69 7%	95 10%
Not working and not seeking work/ student	43 4%	68 7%
Retired on a state pension only	97 10%	96 10%
Retired with a private pension	156 16%	150 15%
House person, housewife, househusband, etc.	23 2%	32 3%

**Ashcroft National Poll**  
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Absolutes/col percents

Table 13  
**SEG**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: AB	388 39%	268 27%
A	123 12%	85 9%
B	265 26%	182 18%
C1	236 24%	278 28%
C2	137 14%	218 22%
D	104 10%	96 10%
E	137 14%	142 14%
NET: DE	241 24%	238 24%

**Ashcroft National Poll**  
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Absolutes/col percents

Table 14  
**Age**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
18-24	85 8%	119 12%
25-34	154 15%	169 17%
35-44	156 16%	169 17%
45-54	201 20%	179 18%
55-64	169 17%	149 15%
65 or older	237 24%	218 22%
Average age	48.99	47.02

**Ashcroft National Poll**  
**CATI Fieldwork : 30th January - 1st February 2015**

Absolutes/col percents

Table 15  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	520 52%	491 49%
Female	482 48%	511 51%



**Ashcroft National Poll**  
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Absolutes/col percents

Table 16  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Scotland	96 10%	90 9%
North East	41 4%	40 4%
North West	111 11%	110 11%
Yorkshire & Humberside	89 9%	90 9%
West Midlands	92 9%	90 9%
East Midlands	64 6%	70 7%
Wales	49 5%	50 5%
Eastern	97 10%	100 10%
London	132 13%	130 13%
South East	138 14%	140 14%
South West	93 9%	90 9%

**Ashcroft National Poll**  
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Absolutes/col percents

Table 17

**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	1002	1002
Weighted base	1002	1002
Conservative	237 24%	228 23%
Labour	199 20%	191 19%
Liberal Democrat	111 11%	144 14%
Another party	85 8%	62 6%
Didn't vote	292 29%	302 30%
Refused	41 4%	36 4%
Don't know	37 4%	39 4%