

Ashcroft National Poll

CATI Fieldwork : 6th - 8th 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	1003	483	520	84	158	168	199	169	225	356	244	145	258	273	259	244	136	91	860	
Weighted base	1003	491	512	121	167	170	180	147	218	271	278	219	236	275	263	237	140	88	866	
Absolutely certain to vote	(10)	588 59%	278 57%	311 61%	47 39%	72 43%	107 63%	101 56%	102 70%	159 73%	180 66%	162 58%	111 51%	135 57%	162 59%	151 57%	126 53%	87 62%	62 71%	491 57%
	(9)	81 8%	48 10%	33 6%	16 13%	9 5%	11 7%	14 8%	10 7%	22 10%	21 8%	22 8%	24 11%	15 6%	27 10%	22 8%	12 5%	14 10%	5 6%	71 8%
	(8)	69 7%	31 6%	37 7%	11 9%	14 8%	6 4%	17 9%	8 5%	12 6%	22 8%	23 8%	9 4%	14 6%	17 6%	18 7%	17 7%	13 9%	3 3%	63 7%
	(7)	28 3%	17 3%	11 2%	3 3%	8 5%	8 5%	6 3%	2 1%	1 *	8 3%	9 3%	6 3%	4 2%	10 4%	7 3%	8 3%	3 2%	- -	27 3%
	(6)	20 2%	6 1%	14 3%	9 7%	2 1%	2 1%	3 1%	3 2%	1 *	7 3%	4 1%	- -	8 4%	5 2%	6 2%	4 2%	1 1%	3 4%	16 2%
	(5)	60 6%	35 7%	24 5%	13 11%	17 10%	9 5%	9 5%	4 3%	8 4%	11 4%	22 8%	14 7%	12 5%	17 6%	23 9%	14 6%	3 2%	3 3%	55 6%
	(4)	16 2%	8 2%	8 2%	- -	5 3%	6 3%	2 1%	1 1%	2 1%	2 1%	2 1%	8 4%	3 1%	4 2%	5 2%	5 2%	- -	2 2%	14 2%
	(3)	15 1%	7 1%	8 1%	5 4%	2 1%	2 1%	2 1%	1 *	3 1%	5 2%	6 2%	1 1%	3 1%	4 1%	3 1%	7 3%	1 *	- -	15 2%
	(2)	21 2%	8 2%	13 2%	2 2%	7 4%	4 3%	3 2%	3 2%	- -	3 1%	8 3%	5 2%	5 2%	4 2%	4 1%	5 2%	6 4%	3 3%	17 2%
Definitely would not vote	(1)	104 10%	50 10%	54 11%	13 11%	30 18%	15 9%	24 13%	13 9%	10 4%	12 4%	17 6%	40 18%	35 15%	23 8%	23 9%	39 16%	12 8%	7 8%	94 11%
Refused		2 *	2 *	- -	1 1%	1 *	- -	- -	- -	- -	- -	2 1%	- -	- -	1 *	- -	1 *	- -	- -	2 *
Don't know		1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 *
Mean		8.02	8.00	8.04	7.29	6.84	8.15	7.84	8.52	9.04	8.70	8.19	7.31	7.70	8.22	8.05	7.38	8.37	8.45	7.93
Standard deviation		3.09	3.07	3.12	3.13	3.57	3.03	3.25	2.88	2.23	2.44	2.84	3.59	3.39	2.89	2.97	3.50	2.93	2.96	3.12
Standard error		0.10	0.14	0.14	0.34	0.28	0.23	0.23	0.22	0.15	0.13	0.18	0.30	0.21	0.18	0.18	0.22	0.25	0.31	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		1003	224	250	54	100	172	392	230	214	120	445	294
Weighted base		1003	228	229	59	105	173	408	221	185	139	417	309
Absolutely certain to vote	(10)	588 59%	164 72%	155 68%	41 69%	68 65%	97 56%	219 54%	169 77%	142 77%	107 77%	318 76%	173 56%
	(9)	81 8%	26 11%	20 9%	9 16%	11 11%	10 6%	48 12%	25 11%	13 7%	15 11%	28 7%	42 14%
	(8)	69 7%	17 7%	12 5%	2 3%	10 10%	16 9%	42 10%	13 6%	7 4%	5 4%	21 5%	31 10%
	(7)	28 3%	11 5%	9 4%	2 3%	1 1%	4 2%	16 4%	2 1%	5 3%	1 1%	10 2%	14 4%
	(6)	20 2%	1 *	7 3%	1 2%	- -	7 4%	10 2%	1 1%	6 3%	- -	8 2%	5 2%
	(5)	60 6%	3 1%	9 4%	4 6%	9 9%	26 15%	42 10%	2 1%	6 3%	5 3%	15 4%	18 6%
	(4)	16 2%	3 1%	3 1%	- -	1 1%	4 2%	9 2%	2 1%	3 2%	- -	5 1%	7 2%
	(3)	15 1%	3 1%	5 2%	1 1%	1 1%	1 *	10 2%	1 *	- -	- -	5 1%	9 3%
	(2)	21 2%	1 *	8 4%	- -	2 2%	5 3%	11 3%	2 1%	- -	2 2%	7 2%	10 3%
Definitely would not vote	(1)	104 10%	-	-	-	-	-	-	2 1%	4 2%	5 3%	-	-
Refused		2 *	-	-	-	-	2 1%	-	-	-	-	-	-
Don't know		1 *	-	-	-	-	1 1%	1 *	1 *	-	-	-	-
Mean		8.02	9.32	8.85	9.24	8.91	8.36	8.43	9.42	9.20	9.19	9.21	8.59
Standard deviation		3.09	1.45	2.15	1.54	1.99	2.29	2.25	1.54	1.86	2.09	1.79	2.21
Standard error		0.10	0.10	0.14	0.21	0.20	0.18	0.11	0.10	0.13	0.19	0.08	0.13

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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	1003	483	520	84	158	168	199	169	225	356	244	145	258	273	259	244	136	91	860
Weighted base	1003	491	512	121	167	170	180	147	218	271	278	219	236	275	263	237	140	88	866
Conservative	228 23%	116 24%	112 22%	30 25%	17 10%	34 20%	36 20%	34 23%	78 36%	73 27%	67 24%	45 21%	43 18%	70 26%	68 26%	44 19%	34 24%	11 13%	210 24%
Labour	229 23%	102 21%	126 25%	21 17%	50 30%	50 29%	38 21%	33 22%	37 17%	69 26%	64 23%	34 16%	61 26%	53 19%	64 24%	67 28%	31 22%	13 15%	199 23%
Liberal Democrat	59 6%	30 6%	29 6%	9 8%	12 7%	11 7%	8 4%	10 7%	8 4%	19 7%	20 7%	13 6%	7 3%	27 10%	18 7%	6 3%	6 5%	2 2%	54 6%
SNP	26 3%	11 2%	15 3%	- -	3 2%	9 5%	5 3%	5 4%	3 2%	6 2%	6 2%	6 3%	8 4%	- -	- -	- -	- -	26 30%	- -
Plaid Cymru	3 *	1 *	2 *	- -	- -	2 1%	- -	1 1%	- -	2 1%	- -	1 1%	- -	- -	- -	- -	3 2%	- -	- -
The UK Independence Party	105 10%	66 13%	39 8%	17 14%	8 5%	14 8%	23 13%	14 10%	29 13%	17 6%	28 10%	28 13%	31 13%	27 10%	26 10%	36 15%	13 9%	3 4%	97 11%
The Green Party	53 5%	25 5%	28 5%	10 8%	10 6%	9 6%	12 7%	6 4%	7 3%	22 8%	16 6%	9 4%	6 3%	17 6%	14 5%	4 2%	15 11%	3 3%	44 5%
The British National Party	3 *	3 1%	- -	- -	2 1%	- -	1 *	- -	- -	1 *	- -	2 1%	- -	1 *	- -	2 1%	- -	- -	3 *
Another party	20 2%	9 2%	11 2%	4 3%	3 2%	6 4%	4 2%	3 2%	1 *	6 2%	7 2%	5 2%	3 1%	4 1%	5 2%	7 3%	1 1%	3 4%	17 2%
Would not vote	104 10%	50 10%	54 11%	13 11%	30 18%	15 9%	24 13%	13 9%	10 4%	12 4%	17 6%	40 18%	35 15%	23 8%	23 9%	39 16%	12 8%	7 8%	94 11%
Refused	73 7%	33 7%	41 8%	6 5%	7 4%	6 3%	9 5%	18 12%	27 12%	16 6%	29 10%	12 6%	17 7%	16 6%	16 6%	19 8%	15 10%	8 9%	64 7%
Don't know	100 10%	44 9%	55 11%	11 9%	25 15%	14 8%	21 12%	11 8%	18 8%	28 10%	24 9%	23 10%	25 11%	37 14%	28 11%	14 6%	10 7%	10 12%	85 10%

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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	1003	224	250	54	100	172	392	230	214	120	445	294
Weighted base	1003	228	229	59	105	173	408	221	185	139	417	309
Conservative	228 23%	228 100%	-	-	-	-	79 19%	152 69%	6 4%	20 14%	149 36%	79 26%
Labour	229 23%	-	229 100%	-	-	-	90 22%	6 3%	123 67%	27 19%	139 33%	90 29%
Liberal Democrat	59 6%	-	-	59 100%	-	-	36 9%	1 *	7 4%	39 28%	23 5%	36 12%
SNP	26 3%	-	-	-	-	-	9 2%	1 1%	1 1%	3 2%	17 4%	9 3%
Plaid Cymru	3 *	-	-	-	-	-	1 *	-	1 1%	1 1%	2 *	1 *
The UK Independence Party	105 10%	-	-	-	105 100%	-	43 11%	30 14%	13 7%	11 8%	61 15%	43 14%
The Green Party	53 5%	-	-	-	-	-	32 8%	3 1%	5 3%	15 11%	21 5%	32 10%
The British National Party	3 *	-	-	-	-	-	3 1%	1 *	-	-	-	3 1%
Another party	20 2%	-	-	-	-	-	15 4%	1 *	4 2%	-	6 1%	15 5%
Would not vote	104 10%	-	-	-	-	-	-	2 1%	4 2%	5 3%	-	-
Refused	73 7%	-	-	-	-	73 42%	-	8 3%	5 3%	7 5%	-	-
Don't know	100 10%	-	-	-	-	100 58%	100 24%	16 7%	15 8%	12 9%	-	-

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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	278	286	39	71	107	110	99	139	225	132	74	133	154	149	125	79	56	476
Weighted base	549	272	277	56	72	105	97	84	135	172	148	109	121	153	148	116	82	50	468
Conservative	184	94	90	23	14	28	28	26	65	60	54	37	34	59	55	33	28	10	168
	34%	35%	33%	40%	19%	27%	29%	31%	48%	35%	36%	34%	28%	38%	37%	28%	34%	20%	36%
Labour	170	76	94	12	32	38	30	28	30	57	42	26	46	37	48	49	25	11	146
	31%	28%	34%	22%	45%	36%	31%	33%	22%	33%	28%	24%	38%	24%	33%	42%	31%	23%	31%
Liberal Democrat	47	23	24	6	10	10	7	8	6	16	14	11	5	22	14	4	5	2	43
	8%	8%	9%	10%	14%	9%	7%	10%	5%	9%	10%	10%	4%	14%	9%	4%	6%	3%	9%
SNP	23	10	13	-	3	8	5	5	3	5	5	5	7	-	-	-	-	23	-
	4%	4%	5%	-	4%	7%	5%	6%	2%	3%	4%	5%	6%	-	-	-	-	46%	-
Plaid Cymru	3	1	2	-	-	1	-	1	-	1	-	1	-	-	-	-	3	-	-
	*	*	1%	-	-	1%	-	1%	-	1%	-	1%	-	-	-	-	3%	-	-
The UK Independence Party	79	50	29	9	6	12	16	12	24	13	21	20	24	20	20	26	10	2	73
	14%	18%	10%	17%	8%	11%	16%	14%	18%	8%	14%	18%	20%	13%	14%	23%	13%	3%	16%
The Green Party	36	16	20	5	6	8	9	3	5	16	9	7	3	13	9	1	10	2	31
	7%	6%	7%	8%	9%	7%	9%	4%	4%	9%	6%	7%	3%	9%	6%	1%	12%	3%	7%
The British National Party	1	1	-	-	*	-	*	-	-	*	-	*	-	*	-	*	-	-	1
	*	*	-	-	*	-	*	-	-	*	-	*	-	*	-	*	-	-	*
Another party	7	2	5	1	1	1	2	1	1	2	2	1	1	2	1	2	*	1	7
	1%	1%	2%	2%	1%	1%	2%	2%	*	1%	2%	1%	1%	1%	1%	2%	1%	1%	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 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	191	42	76	-	211	167	156	87	353	211
Weighted base	549	184	170	47	79	-	219	163	134	100	330	219
Conservative	184	184	-	-	-	-	62	129	6	17	123	62
	34%	100%	-	-	-	-	28%	79%	4%	17%	37%	28%
Labour	170	-	170	-	-	-	61	4	103	24	109	61
	31%	-	100%	-	-	-	28%	2%	77%	24%	33%	28%
Liberal Democrat	47	-	-	47	-	-	29	1	6	32	17	29
	8%	-	-	100%	-	-	13%	*	4%	32%	5%	13%
SNP	23	-	-	-	-	-	8	1	1	3	15	8
	4%	-	-	-	-	-	4%	1%	1%	3%	5%	4%
Plaid Cymru	3	-	-	-	-	-	1	-	1	1	1	1
	*	-	-	-	-	-	1%	-	1%	1%	*	1%
The UK Independence Party	79	-	-	-	79	-	31	25	12	10	48	31
	14%	-	-	-	100%	-	14%	15%	9%	10%	15%	14%
The Green Party	36	-	-	-	-	-	21	2	4	13	15	21
	7%	-	-	-	-	-	9%	1%	3%	13%	5%	9%
The British National Party	1	-	-	-	-	-	1	*	-	-	-	1
	*	-	-	-	-	-	*	*	-	-	-	*
Another party	7	-	-	-	-	-	6	1	2	-	1	6
	1%	-	-	-	-	-	3%	*	2%	-	*	3%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	34%
Labour	31%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	14%
The Green Party	6%
Other	1%

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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	739	367	372	63	102	138	143	124	169	283	184	97	175	201	196	174	100	68	630
Weighted base	726	364	362	90	105	135	126	105	164	215	208	143	159	198	196	166	103	62	624
Will definitely vote that way	417	217	200	41	49	68	81	67	112	125	102	78	112	108	115	107	56	32	363
	57%	60%	55%	46%	46%	50%	64%	63%	69%	58%	49%	54%	71%	55%	58%	64%	54%	51%	58%
Might end up voting differently	309	147	162	49	57	67	45	38	52	90	106	66	47	90	81	59	47	30	260
	43%	40%	45%	54%	54%	50%	36%	37%	31%	42%	51%	46%	29%	45%	42%	36%	46%	49%	42%

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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	739	224	250	54	100	-	294	201	188	101	445	294
Weighted base	726	228	229	59	105	-	309	195	161	116	417	309
Will definitely vote that way	417	149	139	23	61	-	-	130	108	52	417	-
	57%	65%	61%	39%	59%	-	-	66%	67%	45%	100%	-
Might end up voting differently	309	79	90	36	43	-	309	66	54	63	-	309
	43%	35%	39%	61%	41%	-	100%	34%	33%	55%	-	100%

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Table 6
Q5. Which of the following statements do you most agree with?
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	1003	483	520	84	158	168	199	169	225	356	244	145	258	273	259	244	136	91	860
Weighted base	1003	491	512	121	167	170	180	147	218	271	278	219	236	275	263	237	140	88	866
I am satisfied with the job David Cameron is doing overall as Prime Minister	302 30%	155 32%	146 29%	44 36%	44 26%	37 22%	52 29%	45 30%	80 37%	92 34%	82 29%	62 28%	66 28%	91 33%	85 32%	68 29%	38 27%	20 22%	267 31%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	295 29%	144 29%	151 30%	32 27%	51 30%	65 38%	42 23%	44 30%	61 28%	66 24%	94 34%	78 36%	57 24%	79 29%	81 31%	57 24%	49 35%	30 34%	255 29%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	267 27%	124 25%	143 28%	32 26%	46 27%	53 31%	54 30%	37 25%	45 21%	83 31%	67 24%	42 19%	74 31%	70 25%	68 26%	74 31%	34 24%	21 24%	229 26%
Refused	31 3%	13 3%	18 3%	2 1%	5 3%	2 1%	5 3%	6 4%	12 5%	6 2%	8 3%	9 4%	8 4%	6 2%	6 2%	6 3%	9 6%	3 4%	24 3%
Don't know	108 11%	55 11%	53 10%	11 9%	22 13%	13 8%	27 15%	16 11%	19 9%	24 9%	27 10%	27 13%	29 12%	28 10%	23 9%	32 13%	11 8%	15 17%	90 10%

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Table 6

Q5. Which of the following statements do you most agree with?**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	1003	224	250	54	100	172	392	230	214	120	445	294
Weighted base	1003	228	229	59	105	173	408	221	185	139	417	309
I am satisfied with the job David Cameron is doing overall as Prime Minister	302 30%	137 60%	30 13%	15 26%	24 23%	52 30%	121 30%	117 53%	23 12%	46 33%	136 33%	88 29%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	295 29%	88 38%	31 13%	27 46%	47 45%	50 29%	146 36%	90 41%	36 19%	44 31%	108 26%	115 37%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	267 27%	2 1%	158 69%	10 18%	20 19%	19 11%	93 23%	9 4%	111 60%	37 27%	146 35%	83 27%
Refused	31 3%	-	-	1 1%	3 3%	13 8%	4 1%	2 1%	4 2%	1 *	8 2%	4 1%
Don't know	108 11%	1 *	10 5%	5 9%	11 10%	39 23%	44 11%	3 1%	11 6%	12 9%	18 4%	19 6%

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Absolutes/col percents

Table 7

Q6. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to ...
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	1003	483	520	84	158	168	199	169	225	356	244	145	258	273	259	244	136	91	860
Weighted base	1003	491	512	121	167	170	180	147	218	271	278	219	236	275	263	237	140	88	866
Representing Britain in international negotiations																			
David Cameron	615	307	309	82	97	99	94	99	144	167	180	140	128	170	167	134	90	54	534
	61%	63%	60%	68%	58%	58%	52%	67%	66%	62%	65%	64%	54%	62%	64%	57%	64%	61%	62%
Ed Miliband	246	124	122	31	47	46	51	29	43	76	65	37	69	64	67	72	25	17	213
	25%	25%	24%	25%	28%	27%	28%	19%	20%	28%	23%	17%	29%	23%	26%	31%	18%	20%	25%
Neither	78	39	39	7	10	12	21	11	19	14	19	21	24	23	16	14	13	12	63
	8%	8%	8%	5%	6%	7%	12%	7%	9%	5%	7%	10%	10%	8%	6%	6%	9%	14%	7%
Don't know	63	21	42	1	14	13	14	9	12	14	14	20	15	18	12	17	12	5	56
	6%	4%	8%	1%	8%	8%	8%	6%	5%	5%	5%	9%	6%	6%	5%	7%	9%	5%	6%
Making the right decisions even when they are unpopular																			
David Cameron	571	290	282	73	88	88	96	93	133	148	170	136	117	153	152	134	82	49	497
	57%	59%	55%	61%	53%	52%	53%	63%	61%	54%	61%	62%	50%	56%	58%	57%	59%	56%	57%
Ed Miliband	279	134	145	36	55	60	52	32	45	90	66	41	82	80	78	69	30	22	242
	28%	27%	28%	30%	33%	35%	29%	22%	21%	33%	24%	19%	35%	29%	30%	29%	21%	25%	28%
Neither	93	43	50	7	12	11	24	15	23	15	29	26	22	23	19	18	20	13	75
	9%	9%	10%	6%	7%	6%	14%	10%	11%	6%	10%	12%	9%	8%	7%	8%	14%	15%	9%
Don't know	59	24	35	4	13	12	7	7	16	18	12	15	14	18	13	15	8	4	52
	6%	5%	7%	4%	8%	7%	4%	5%	7%	7%	4%	7%	6%	7%	5%	7%	6%	4%	6%

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Absolutes/col percents

Table 7

Q6. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to ...
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	
Weighted base	1003	491	512	121	167	170	180	147	218	271	278	219	236	275	263	237	140	88	866
<u>Understanding ordinary people</u>																			
David Cameron	371 37%	194 40%	177 35%	56 46%	51 30%	62 37%	58 32%	62 42%	83 38%	89 33%	104 37%	95 44%	83 35%	103 38%	97 37%	81 34%	56 40%	35 40%	325 38%
Ed Miliband	414 41%	197 40%	217 42%	49 40%	79 47%	81 48%	82 46%	50 34%	72 33%	132 48%	111 40%	69 31%	102 43%	108 39%	108 41%	112 47%	54 39%	31 35%	352 41%
Neither	168 17%	78 16%	91 18%	12 10%	23 14%	20 12%	34 19%	30 20%	50 23%	41 15%	51 18%	40 18%	36 15%	43 16%	50 19%	32 14%	23 16%	20 23%	142 16%
Don't know	50 5%	22 5%	27 5%	4 3%	15 9%	6 4%	6 3%	6 4%	13 6%	9 3%	11 4%	14 7%	14 6%	21 7%	8 3%	12 5%	7 5%	2 2%	46 5%
<u>Having a clear idea of what they want to achieve</u>																			
David Cameron	545 54%	276 56%	269 53%	79 65%	86 51%	97 57%	78 43%	86 59%	120 55%	157 58%	154 56%	127 58%	106 45%	151 55%	146 56%	121 51%	77 55%	50 57%	469 54%
Ed Miliband	271 27%	127 26%	143 28%	33 27%	53 32%	44 26%	57 32%	27 19%	55 25%	75 28%	69 25%	41 19%	85 36%	65 24%	77 29%	75 32%	33 24%	20 22%	234 27%
Neither	129 13%	63 13%	65 13%	6 5%	17 10%	15 9%	37 20%	26 18%	27 13%	21 8%	40 15%	32 15%	35 15%	39 14%	28 11%	26 11%	21 15%	15 17%	109 13%
Don't know	59 6%	24 5%	35 7%	3 2%	11 7%	14 8%	8 5%	7 5%	16 7%	17 6%	14 5%	18 8%	10 4%	20 7%	11 4%	15 7%	10 7%	3 3%	54 6%

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Absolutes/col percents

Table 7

Q6. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to ...
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	
Weighted base	1003	491	512	121	167	170	180	147	218	271	278	219	236	275	263	237	140	88	866
Being able to lead a team																			
David Cameron	598 60%	309 63%	289 56%	79 65%	92 55%	96 57%	94 52%	92 62%	146 67%	170 63%	174 63%	132 60%	122 52%	170 62%	154 59%	132 56%	87 62%	54 61%	518 60%
Ed Miliband	238 24%	105 21%	133 26%	30 25%	43 26%	45 27%	46 25%	33 23%	41 19%	65 24%	62 22%	34 15%	77 33%	54 20%	68 26%	70 30%	29 21%	18 20%	204 24%
Neither	108 11%	58 12%	51 10%	11 9%	19 11%	10 6%	32 18%	18 12%	20 9%	18 7%	30 11%	36 16%	24 10%	34 12%	28 10%	17 7%	17 12%	13 15%	91 11%
Don't know	58 6%	19 4%	39 8%	2 2%	14 9%	18 11%	9 5%	5 3%	11 5%	18 7%	11 4%	17 8%	13 5%	16 6%	13 5%	18 7%	7 5%	3 4%	52 6%
Doing the job of Prime Minister overall																			
David Cameron	584 58%	302 61%	282 55%	77 63%	87 52%	98 58%	94 52%	92 62%	136 63%	165 61%	171 62%	132 60%	115 49%	166 60%	155 59%	125 52%	86 61%	52 59%	507 59%
Ed Miliband	276 27%	125 25%	151 29%	38 32%	49 30%	51 30%	56 31%	36 25%	45 21%	75 28%	73 26%	45 21%	82 35%	73 26%	72 28%	77 32%	32 23%	21 24%	235 27%
Neither	82 8%	42 9%	39 8%	4 4%	18 11%	9 5%	20 11%	10 7%	20 9%	14 5%	21 8%	26 12%	21 9%	19 7%	21 8%	18 8%	14 10%	10 12%	69 8%
Don't know	62 6%	22 4%	40 8%	2 2%	12 7%	12 7%	11 6%	9 6%	17 8%	17 6%	12 4%	16 7%	17 7%	17 6%	15 6%	18 8%	8 6%	4 5%	54 6%

Ashcroft National Poll

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Absolutes/col percents

Table 7

Q6. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to ...
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	1003	224	250	54	100	172	392	230	214	120	445	294
Weighted base	1003	228	229	59	105	173	408	221	185	139	417	309
<u>Representing Britain in international negotiations</u>												
David Cameron	615 61%	216 95%	84 37%	40 68%	78 74%	102 59%	277 68%	208 94%	69 37%	90 65%	254 61%	215 70%
Ed Miliband	246 25%	5 2%	131 58%	16 27%	15 14%	21 12%	83 20%	7 3%	101 55%	35 25%	131 31%	69 23%
Neither	78 8%	6 3%	4 2%	1 2%	9 8%	24 14%	28 7%	5 2%	6 3%	6 5%	17 4%	18 6%
Don't know	63 6%	1 *	9 4%	2 3%	3 3%	26 15%	20 5%	1 *	9 5%	8 6%	15 4%	6 2%
<u>Making the right decisions even when they are unpopular</u>												
David Cameron	571 57%	210 92%	72 32%	41 70%	73 70%	87 50%	241 59%	196 89%	67 36%	78 56%	249 60%	189 61%
Ed Miliband	279 28%	7 3%	146 64%	16 27%	20 19%	28 16%	106 26%	8 4%	103 56%	50 36%	138 33%	89 29%
Neither	93 9%	8 4%	4 2%	- -	10 10%	33 19%	33 8%	13 6%	10 6%	7 5%	22 5%	19 6%
Don't know	59 6%	3 1%	6 3%	2 3%	2 2%	26 15%	28 7%	3 2%	5 3%	5 4%	7 2%	12 4%

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Absolutes/col percents

Table 7

Q6. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to ...

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
Weighted base	1003	228	229	59	105	173	408	221	185	139	417	309
<u>Understanding ordinary people</u>												
David Cameron	371 37%	170 75%	26 11%	22 37%	47 45%	48 28%	144 35%	156 70%	21 12%	40 29%	174 42%	116 38%
Ed Miliband	414 41%	26 12%	190 83%	28 48%	37 35%	47 27%	175 43%	29 13%	143 78%	73 53%	185 44%	147 48%
Neither	168 17%	29 13%	7 3%	8 13%	20 19%	51 30%	67 17%	30 14%	18 10%	22 16%	51 12%	41 13%
Don't know	50 5%	3 1%	5 2%	1 1%	1 1%	27 16%	22 5%	6 3%	2 1%	3 2%	7 2%	5 2%
<u>Having a clear idea of what they want to achieve</u>												
David Cameron	545 54%	202 89%	71 31%	39 66%	59 57%	84 49%	242 59%	183 83%	66 36%	78 56%	231 55%	189 61%
Ed Miliband	271 27%	8 4%	144 63%	15 26%	29 28%	24 14%	97 24%	17 8%	100 54%	40 28%	144 35%	81 26%
Neither	129 13%	13 6%	10 4%	3 5%	16 15%	35 20%	49 12%	19 8%	15 8%	13 9%	35 8%	31 10%
Don't know	59 6%	4 2%	4 2%	2 3%	1 1%	30 17%	21 5%	2 1%	4 2%	9 7%	6 1%	8 3%

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Absolutes/col percents

Table 7

Q6. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to ...
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
Weighted base	1003	228	229	59	105	173	408	221	185	139	417	309
Being able to lead a team												
David Cameron	598 60%	219 96%	76 33%	41 69%	74 71%	88 51%	263 65%	201 91%	69 37%	87 62%	257 62%	207 67%
Ed Miliband	238 24%	6 3%	131 57%	14 25%	18 17%	23 13%	81 20%	6 3%	99 53%	31 23%	125 30%	70 23%
Neither	108 11%	1 *	14 6%	2 3%	11 11%	37 21%	36 9%	12 5%	12 6%	11 8%	27 7%	18 6%
Don't know	58 6%	2 1%	7 3%	2 3%	2 2%	25 14%	28 7%	2 1%	6 3%	9 7%	8 2%	14 5%
Doing the job of Prime Minister overall												
David Cameron	584 58%	223 98%	61 27%	38 64%	71 68%	97 56%	256 63%	203 92%	62 33%	81 58%	244 58%	198 64%
Ed Miliband	276 27%	3 1%	155 68%	18 31%	21 20%	27 15%	97 24%	10 5%	109 59%	42 30%	143 34%	83 27%
Neither	82 8%	2 1%	5 2%	1 2%	12 12%	22 13%	26 6%	8 3%	6 3%	9 6%	22 5%	17 6%
Don't know	62 6%	-	7 3%	2 3%	1 1%	28 16%	30 7%	-	8 4%	7 5%	9 2%	11 4%

Ashcroft National Poll
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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	1003	1003
Weighted base	1003	1003
Yes	610 61%	612 61%
No	393 39%	391 39%

Ashcroft National Poll
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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: Owners	631 63%	652 65%
Owned outright - without mortgage	310 31%	331 33%
Owned with a mortgage or loan	321 32%	321 32%
NET: Renters	347 35%	332 33%
Rented from the council	106 11%	141 14%
Rented from a housing association	79 8%	59 6%
Rented from someone else	162 16%	133 13%
Rent free	25 2%	19 2%

Ashcroft National Poll
CATI Fieldwork : 6th - 8th February 2015

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
None	224 22%	211 21%
1	417 42%	421 42%
2	270 27%	281 28%
3+	92 9%	90 9%
Mean	1.30	1.32
Standard deviation	1.29	1.25
Standard error	0.04	0.04

Ashcroft National Poll
CATI Fieldwork : 6th - 8th February 2015

Absolutes/col percents

Table 11
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: Working	606 60%	561 56%
Working full time - working 30 hours per week or more	468 47%	441 44%
Working part time - working between 8 and 29 hours per week	138 14%	120 12%
NET: Not Working	397 40%	442 44%
Not working but seeking work or temporarily unemployed or sick	61 6%	73 7%
Not working and not seeking work/ student	57 6%	74 7%
Retired on a state pension only	99 10%	95 10%
Retired with a private pension	135 13%	143 14%
House person, housewife, househusband, etc.	45 4%	56 6%

Ashcroft National Poll
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Absolutes/col percents

Table 12
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: AB	356 35%	268 27%
A	117 12%	86 9%
B	239 24%	182 18%
C1	244 24%	278 28%
C2	145 14%	218 22%
D	126 13%	108 11%
E	132 13%	130 13%
NET: DE	258 26%	238 24%

Ashcroft National Poll
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Absolutes/col percents

Table 13

Age**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
18-24	84 8%	119 12%
25-34	158 16%	169 17%
35-44	168 17%	169 17%
45-54	199 20%	179 18%
55-64	169 17%	149 15%
65 or older	225 22%	219 22%
Average age	48.57	47.02

Ashcroft National Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Male	483 48%	491 49%
Female	520 52%	512 51%

Ashcroft National Poll
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Absolutes/col percents

Table 15
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
Scotland	91 9%	90 9%
North East	36 4%	40 4%
North West	114 11%	110 11%
Yorkshire & Humberside	94 9%	90 9%
West Midlands	92 9%	90 9%
East Midlands	67 7%	70 7%
Wales	52 5%	50 5%
Eastern	100 10%	100 10%
London	124 12%	130 13%
South East	149 15%	140 14%
South West	84 8%	90 9%

Ashcroft National Poll
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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	1003	1003
Weighted base	1003	1003
Conservative	230 23%	221 22%
Labour	214 21%	185 18%
Liberal Democrat	120 12%	139 14%
Another party	67 7%	60 6%
Didn't vote	279 28%	306 31%
Refused	47 5%	45 4%
Don't know	46 5%	47 5%