

Ashcroft National Poll

CATI Fieldwork : 20th - 22nd 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	1004	525	479	87	157	159	185	167	249	372	223	153	256	273	253	249	139	90	867	
Weighted base	1004	492	512	120	169	168	180	149	219	270	279	219	236	272	263	238	142	89	865	
Absolutely certain to vote	(10)	556 55%	283 58%	273 53%	47 39%	74 44%	88 52%	104 58%	84 57%	160 73%	173 64%	153 55%	106 49%	125 53%	157 58%	156 60%	107 45%	79 55%	57 64%	471 54%
	(9)	65 6%	37 7%	28 6%	8 6%	11 6%	14 8%	6 3%	12 8%	14 7%	10 4%	23 8%	18 8%	14 6%	19 7%	16 6%	23 10%	3 2%	3 4%	60 7%
	(8)	78 8%	28 6%	50 10%	12 10%	20 12%	14 8%	15 8%	11 7%	7 3%	19 7%	22 8%	22 10%	15 6%	18 7%	17 7%	19 8%	19 13%	5 6%	66 8%
	(7)	53 5%	21 4%	32 6%	10 8%	10 6%	13 8%	6 4%	10 7%	4 2%	11 4%	18 6%	14 6%	12 5%	18 7%	16 6%	14 6%	5 4%	- -	51 6%
	(6)	22 2%	14 3%	8 2%	5 4%	5 3%	3 2%	5 3%	1 1%	2 1%	8 3%	5 2%	4 2%	5 2%	8 3%	4 1%	5 2%	4 3%	2 2%	19 2%
	(5)	76 8%	26 5%	50 10%	8 7%	17 10%	10 6%	13 7%	14 10%	13 6%	18 7%	20 7%	13 6%	24 10%	18 7%	11 4%	25 10%	10 7%	11 13%	60 7%
	(4)	18 2%	11 2%	8 1%	4 3%	6 4%	3 2%	3 2%	1 *	1 *	3 1%	4 2%	7 3%	3 1%	1 *	8 3%	6 3%	1 1%	2 2%	15 2%
	(3)	24 2%	12 2%	12 2%	6 5%	3 2%	4 3%	5 3%	5 4%	1 *	8 3%	6 2%	5 2%	5 2%	9 3%	4 1%	9 4%	2 1%	1 1%	22 3%
	(2)	15 2%	10 2%	5 1%	5 4%	2 1%	3 2%	2 1%	1 *	2 1%	6 2%	4 1%	2 1%	4 2%	2 1%	6 2%	4 2%	3 2%	- -	14 2%
Definitely would not vote	(1)	92 9%	49 10%	42 8%	15 13%	21 12%	15 9%	20 11%	10 7%	11 5%	14 5%	22 8%	29 13%	26 11%	19 7%	24 9%	25 11%	16 11%	7 8%	83 10%
Refused		2 *	1 *	1 *	- -	- -	2 1%	- -	- -	- -	- -	1 *	- -	1 *	1 *	1 *	- -	- -	- -	2 *
Don't know		3 *	- -	3 1%	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	3 1%	- -	- -	- -	2 1%	1 1%	2 *
Mean		7.93	7.94	7.92	6.96	7.35	7.89	7.83	8.16	8.86	8.34	8.04	7.55	7.67	8.17	8.07	7.43	7.83	8.26	7.88
Standard deviation		3.01	3.11	2.91	3.31	3.16	3.00	3.16	2.76	2.44	2.73	2.89	3.23	3.18	2.81	3.02	3.15	3.13	2.85	3.04
Standard error		0.10	0.14	0.13	0.36	0.25	0.24	0.23	0.21	0.16	0.14	0.19	0.26	0.20	0.17	0.19	0.20	0.27	0.30	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		1004	227	264	52	93	172	425	221	208	129	441	306
Weighted base		1004	226	261	52	88	170	438	217	181	136	423	319
Absolutely certain to vote	(10)	556 55%	149 66%	172 66%	29 56%	60 69%	75 44%	196 45%	166 76%	130 72%	101 74%	321 76%	160 50%
	(9)	65 6%	22 10%	26 10%	2 3%	3 3%	10 6%	37 8%	21 10%	12 7%	7 5%	26 6%	28 9%
	(8)	78 8%	16 7%	18 7%	10 20%	5 6%	13 8%	41 9%	12 6%	14 8%	13 9%	34 8%	31 10%
	(7)	53 5%	14 6%	12 5%	4 8%	6 7%	13 8%	43 10%	6 3%	7 4%	2 2%	10 2%	30 9%
	(6)	22 2%	6 3%	5 2%	- -	4 4%	4 2%	16 4%	2 1%	1 *	2 2%	5 1%	13 4%
	(5)	76 8%	11 5%	19 7%	3 5%	5 6%	28 16%	61 14%	4 2%	8 5%	6 4%	13 3%	34 11%
	(4)	18 2%	3 1%	1 1%	3 5%	1 1%	5 3%	13 3%	2 1%	2 1%	2 1%	5 1%	9 3%
	(3)	24 2%	4 2%	4 1%	1 2%	- -	11 6%	20 5%	3 1%	2 1%	1 1%	4 1%	9 3%
	(2)	15 2%	1 *	5 2%	- -	3 4%	6 3%	9 2%	1 *	1 1%	1 1%	5 1%	4 1%
Definitely would not vote	(1)	92 9%	-	-	-	-	-	-	-	1 1%	1 1%	-	-
Refused		2 *	-	-	-	-	2 1%	-	-	-	-	-	-
Don't know		3 *	-	-	-	-	3 2%	3 1%	-	1 1%	-	-	-
Mean		7.93	8.99	8.93	8.59	8.78	7.68	7.92	9.41	9.12	9.17	9.27	8.27
Standard deviation		3.01	1.78	1.93	1.98	2.16	2.62	2.40	1.42	1.83	1.80	1.65	2.21
Standard error		0.10	0.12	0.12	0.27	0.22	0.20	0.12	0.10	0.13	0.16	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	1004	525	479	87	157	159	185	167	249	372	223	153	256	273	253	249	139	90	867
Weighted base	1004	492	512	120	169	168	180	149	219	270	279	219	236	272	263	238	142	89	865
Conservative	226 23%	118 24%	109 21%	11 9%	35 21%	28 17%	44 24%	37 25%	71 32%	78 29%	60 22%	50 23%	38 16%	59 22%	78 30%	42 18%	32 22%	16 18%	203 23%
Labour	261 26%	132 27%	130 25%	39 32%	48 28%	47 28%	34 19%	37 25%	57 26%	58 22%	75 27%	43 20%	84 36%	86 32%	51 19%	84 35%	27 19%	13 15%	239 28%
Liberal Democrat	52 5%	22 4%	30 6%	5 4%	12 7%	7 4%	13 7%	7 5%	8 4%	16 6%	12 4%	13 6%	10 4%	14 5%	15 6%	11 5%	6 5%	6 7%	45 5%
SNP	28 3%	11 2%	17 3%	1 1%	4 2%	10 6%	6 3%	3 2%	5 2%	6 2%	4 2%	9 4%	8 4%	-	-	-	-	28 31%	-
Plaid Cymru	8 1%	4 1%	4 1%	-	2 1%	-	4 2%	1 1%	1 *	1 *	1 *	5 2%	1 *	-	-	-	8 6%	-	-
The UK Independence Party	88 9%	54 11%	34 7%	2 2%	13 8%	16 10%	17 10%	17 11%	22 10%	20 7%	20 7%	23 11%	24 10%	24 9%	32 12%	14 6%	16 11%	1 2%	82 9%
The Green Party	61 6%	33 7%	28 5%	24 20%	7 4%	14 8%	7 4%	5 4%	4 2%	21 8%	19 7%	11 5%	9 4%	16 6%	12 5%	16 7%	16 11%	1 1%	54 6%
The British National Party	1 *	1 *	-	-	1 *	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-	1 *
Another party	17 2%	8 2%	9 2%	3 2%	3 2%	2 1%	4 2%	1 1%	4 2%	4 1%	9 3%	2 1%	3 1%	7 3%	2 1%	5 2%	3 2%	1 1%	16 2%
Would not vote	92 9%	49 10%	42 8%	15 13%	21 12%	15 9%	20 11%	10 7%	11 5%	14 5%	22 8%	29 13%	26 11%	19 7%	24 9%	25 11%	16 11%	7 8%	83 10%
Refused	52 5%	18 4%	34 7%	4 3%	3 2%	10 6%	6 3%	10 6%	19 9%	18 7%	15 6%	9 4%	10 4%	14 5%	16 6%	10 4%	7 5%	5 6%	41 5%
Don't know	118 12%	44 9%	74 15%	16 13%	20 12%	19 12%	26 15%	20 14%	16 7%	34 13%	40 14%	23 10%	21 9%	32 12%	33 12%	31 13%	11 8%	11 13%	102 12%

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Table 2

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

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	1004	227	264	52	93	172	425	221	208	129	441	306
Weighted base	1004	226	261	52	88	170	438	217	181	136	423	319
Conservative	226 23%	226 100%	-	-	-	-	84 19%	146 67%	5 3%	21 15%	142 34%	84 26%
Labour	261 26%	-	261 100%	-	-	-	105 24%	15 7%	131 72%	35 26%	157 37%	105 33%
Liberal Democrat	52 5%	-	-	52 100%	-	-	34 8%	-	1 *	35 25%	18 4%	34 11%
SNP	28 3%	-	-	-	-	-	6 1%	-	1 1%	3 2%	22 5%	6 2%
Plaid Cymru	8 1%	-	-	-	-	-	7 1%	-	2 1%	1 1%	2 *	7 2%
The UK Independence Party	88 9%	-	-	-	88 100%	-	39 9%	25 12%	14 8%	4 3%	49 11%	39 12%
The Green Party	61 6%	-	-	-	-	-	33 8%	5 2%	2 1%	21 15%	28 7%	33 10%
The British National Party	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Another party	17 2%	-	-	-	-	-	13 3%	2 1%	3 2%	2 1%	5 1%	13 4%
Would not vote	92 9%	-	-	-	-	-	-	-	1 1%	1 1%	-	-
Refused	52 5%	-	-	-	-	52 31%	-	6 3%	4 2%	2 2%	-	-
Don't know	118 12%	-	-	-	-	118 69%	118 27%	18 8%	18 10%	11 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	554	305	249	35	78	87	101	94	159	212	121	79	141	156	142	127	77	52	478	
Weighted base	546	283	263	54	84	93	94	81	140	154	151	113	128	155	145	118	77	51	470	
Conservative	171	90	81	7	24	21	32	29	58	60	46	38	27	43	62	29	24	13	153	
	31%	32%	31%	13%	29%	23%	34%	36%	42%	39%	30%	34%	21%	28%	43%	24%	32%	25%	32%	
Labour	196	101	95	27	31	36	26	29	47	44	58	34	61	66	40	61	19	10	179	
	36%	36%	36%	49%	37%	38%	28%	36%	34%	29%	38%	30%	47%	43%	27%	52%	25%	19%	38%	
Liberal Democrat	36	16	20	3	8	4	10	4	7	13	9	7	7	10	8	8	5	5	31	
	7%	6%	8%	5%	10%	4%	11%	5%	5%	9%	6%	6%	5%	7%	6%	7%	6%	10%	6%	
SNP	22	9	12	1	2	8	5	2	4	5	3	7	7	-	-	-	-	22	-	
	4%	3%	5%	1%	2%	9%	6%	2%	3%	3%	2%	6%	6%	-	-	-	-	43%	-	
Plaid Cymru	4	1	3	-	2	-	1	1	*	1	*	3	*	-	-	-	4	-	-	
	1%	*	1%	-	2%	-	1%	2%	*	*	*	2%	*	-	-	-	5%	-	-	
The UK Independence Party	64	39	24	*	9	10	12	13	19	14	14	19	17	17	24	10	12	1	60	
	12%	14%	9%	*	11%	11%	13%	16%	14%	9%	9%	17%	13%	11%	17%	8%	15%	1%	13%	
The Green Party	43	22	21	15	6	12	5	2	3	15	15	5	7	13	9	8	12	1	38	
	8%	8%	8%	28%	7%	13%	6%	2%	2%	10%	10%	5%	5%	9%	6%	6%	15%	1%	8%	
The British National Party	1	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	1	
	*	*	-	-	1%	-	-	-	-	-	-	-	*	-	*	-	-	-	*	
Another party	10	4	6	2	2	2	2	1	2	2	6	*	1	5	1	3	1	*	9	
	2%	1%	2%	3%	2%	2%	2%	1%	1%	2%	4%	*	1%	3%	1%	2%	2%	*	2%	

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Table 3

**Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.
 How likely are you, personally, to vote at the next election?**

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

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

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	554	172	200	37	68	-	198	163	146	94	355	198
Weighted base	546	171	196	36	64	-	207	160	127	97	338	207
Conservative	171	171	-	-	-	-	53	124	4	16	118	53
	31%	100%	-	-	-	-	26%	77%	3%	16%	35%	26%
Labour	196	-	196	-	-	-	72	12	107	30	123	72
	36%	-	100%	-	-	-	35%	7%	84%	31%	37%	35%
Liberal Democrat	36	-	-	36	-	-	23	-	*	26	14	23
	7%	-	-	100%	-	-	11%	-	*	27%	4%	11%
SNP	22	-	-	-	-	-	3	-	1	3	19	3
	4%	-	-	-	-	-	1%	-	1%	3%	6%	1%
Plaid Cymru	4	-	-	-	-	-	3	-	*	*	1	3
	1%	-	-	-	-	-	2%	-	*	*	*	2%
The UK Independence Party	64	-	-	-	64	-	23	21	11	4	40	23
	12%	-	-	-	100%	-	11%	13%	9%	4%	12%	11%
The Green Party	43	-	-	-	-	-	23	2	1	18	20	23
	8%	-	-	-	-	-	11%	1%	1%	19%	6%	11%
The British National Party	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	*	-
Another party	10	-	-	-	-	-	7	1	3	1	2	7
	2%	-	-	-	-	-	3%	1%	2%	1%	1%	3%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	32%
Labour	36%
Liberal Democrat/ Liberal	7%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	11%
The Green Party	8%
Other	2%

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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	747	408	339	57	116	116	135	127	196	281	161	109	196	207	185	182	106	67	644
Weighted base	742	381	361	85	125	124	128	109	172	204	201	158	179	206	190	172	108	66	639
Will definitely vote that way	423 57%	223 59%	200 55%	33 39%	52 42%	69 56%	74 57%	70 64%	126 73%	124 61%	111 55%	84 53%	104 58%	106 52%	113 59%	102 59%	56 52%	45 69%	360 56%
Might end up voting differently	319 43%	158 41%	162 45%	52 61%	72 58%	55 44%	55 43%	40 36%	46 27%	80 39%	90 45%	74 47%	75 42%	100 48%	77 41%	70 41%	52 48%	20 31%	280 44%

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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	747	227	264	52	93	-	306	196	181	116	441	306
Weighted base	742	226	261	52	88	-	319	193	158	121	423	319
Will definitely vote that way	423	142	157	18	49	-	-	130	110	50	423	-
	57%	63%	60%	35%	56%	-	-	68%	69%	41%	100%	-
Might end up voting differently	319	84	105	34	39	-	319	62	48	71	-	319
	43%	37%	40%	65%	44%	-	100%	32%	31%	59%	-	100%

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Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1004	525	479	87	157	159	185	167	249	372	223	153	256	273	253	249	139	90	867
Weighted base	1004	492	512	120	169	168	180	149	219	270	279	219	236	272	263	238	142	89	865
<u>Getting the economy growing and creating jobs</u>																			
The Conservatives	405 40%	214 43%	192 37%	37 31%	52 31%	58 35%	77 43%	70 47%	111 51%	125 46%	100 36%	96 44%	84 35%	110 41%	131 50%	84 35%	53 37%	28 31%	362 42%
Labour	329 33%	153 31%	176 34%	54 45%	66 39%	58 34%	48 27%	45 30%	59 27%	86 32%	101 36%	64 29%	78 33%	104 38%	59 22%	92 39%	47 33%	28 31%	280 32%
The Liberal Democrats	53 5%	21 4%	32 6%	7 6%	8 5%	14 8%	13 7%	3 2%	7 3%	10 4%	23 8%	10 5%	10 4%	20 7%	7 3%	10 4%	9 6%	7 8%	44 5%
UKIP	52 5%	36 7%	16 3%	5 5%	12 7%	4 2%	12 7%	8 5%	11 5%	11 4%	7 3%	15 7%	19 8%	14 5%	15 6%	14 6%	7 5%	2 2%	49 6%
Don't know	164 16%	68 14%	96 19%	16 14%	31 18%	34 20%	30 17%	23 15%	30 14%	38 14%	47 17%	33 15%	46 19%	23 9%	51 19%	39 16%	27 19%	25 28%	131 15%
<u>Cutting the deficit and the debt</u>																			
The Conservatives	453 45%	234 48%	219 43%	47 39%	65 38%	67 40%	84 47%	72 48%	118 54%	146 54%	121 44%	110 50%	75 32%	134 49%	134 51%	92 39%	60 43%	33 37%	395 46%
Labour	232 23%	111 23%	121 24%	36 30%	39 23%	38 22%	36 20%	39 26%	45 20%	58 21%	65 23%	36 17%	73 31%	62 23%	50 19%	68 29%	34 24%	18 20%	204 24%
The Liberal Democrats	57 6%	23 5%	34 7%	14 12%	9 6%	11 7%	12 6%	5 3%	6 3%	9 3%	20 7%	13 6%	15 6%	14 5%	9 3%	17 7%	9 6%	8 9%	47 5%
UKIP	59 6%	40 8%	19 4%	3 3%	14 8%	9 5%	14 8%	9 6%	9 4%	9 3%	15 5%	15 7%	20 8%	18 6%	17 6%	11 5%	8 6%	5 5%	51 6%
Don't know	204 20%	84 17%	119 23%	20 16%	41 25%	44 26%	34 19%	23 16%	41 19%	48 18%	58 21%	44 20%	53 23%	45 16%	53 20%	50 21%	31 22%	25 29%	168 19%

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Absolutes/col percents

Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

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	1004	492	512	120	169	168	180	149	219	270	279	219	236	272	263	238	142	89	865	
<u>Dealing with crime</u>																				
The Conservatives	313 31%	162 33%	152 30%	28 24%	46 27%	42 25%	58 32%	50 34%	90 41%	96 36%	87 31%	71 32%	60 25%	80 29%	103 39%	56 23%	53 37%	22 25%	272 31%	
Labour	299 30%	142 29%	156 31%	44 37%	57 34%	55 33%	52 29%	40 27%	50 23%	90 33%	75 27%	61 28%	74 31%	96 35%	54 21%	90 38%	35 25%	25 27%	263 30%	
The Liberal Democrats	68 7%	35 7%	32 6%	10 9%	16 10%	17 10%	14 8%	5 3%	5 2%	14 5%	26 9%	15 7%	13 6%	22 8%	12 5%	13 6%	10 7%	10 11%	54 6%	
UKIP	91 9%	63 13%	27 5%	10 8%	9 6%	16 9%	21 12%	18 12%	17 8%	17 6%	20 7%	29 13%	24 10%	20 7%	31 12%	23 10%	11 8%	6 6%	83 10%	
Don't know	234 23%	89 18%	144 28%	26 22%	40 24%	40 24%	34 19%	36 24%	57 26%	52 19%	71 26%	44 20%	66 28%	54 20%	63 24%	56 24%	33 23%	27 30%	193 22%	
<u>Improving the NHS</u>																				
The Conservatives	213 21%	102 21%	111 22%	13 11%	31 18%	23 14%	35 19%	34 23%	77 35%	58 21%	57 20%	57 26%	42 18%	64 23%	62 24%	44 18%	28 20%	15 17%	190 22%	
Labour	447 45%	236 48%	212 41%	61 51%	85 51%	83 49%	77 43%	61 41%	79 36%	130 48%	134 48%	83 38%	101 43%	134 49%	102 39%	113 48%	64 45%	34 38%	390 45%	
The Liberal Democrats	72 7%	41 8%	31 6%	10 8%	10 6%	14 8%	19 11%	12 8%	9 4%	20 7%	17 6%	21 10%	15 6%	19 7%	16 6%	16 7%	9 7%	12 14%	58 7%	
UKIP	64 6%	35 7%	29 6%	11 9%	10 6%	7 4%	13 7%	10 7%	13 6%	14 5%	9 3%	20 9%	21 9%	17 6%	21 8%	16 7%	8 6%	3 3%	57 7%	
Don't know	208 21%	78 16%	130 25%	25 21%	32 19%	42 25%	36 20%	32 21%	40 18%	49 18%	63 23%	39 18%	58 24%	39 14%	62 23%	49 21%	34 24%	24 27%	170 20%	

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Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

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	1004	492	512	120	169	168	180	149	219	270	279	219	236	272	263	238	142	89	865
<u>Steering the economy through difficult times</u>																			
The Conservatives	429 43%	218 44%	210 41%	36 30%	59 35%	63 38%	81 45%	72 49%	118 54%	134 50%	118 42%	101 46%	76 32%	123 45%	127 48%	91 38%	56 39%	32 36%	375 43%
Labour	281 28%	131 27%	150 29%	50 42%	57 34%	46 28%	42 23%	40 27%	45 21%	76 28%	83 30%	50 23%	71 30%	89 33%	56 21%	76 32%	36 26%	23 26%	245 28%
The Liberal Democrats	67 7%	29 6%	38 7%	9 8%	10 6%	16 9%	16 9%	6 4%	10 5%	14 5%	19 7%	17 8%	17 7%	16 6%	9 4%	20 8%	16 11%	6 7%	58 7%
UKIP	51 5%	39 8%	12 2%	7 6%	14 8%	4 3%	13 7%	7 5%	7 3%	8 3%	10 3%	15 7%	18 7%	12 4%	17 7%	13 5%	6 4%	3 3%	46 5%
Don't know	177 18%	75 15%	102 20%	18 15%	29 17%	39 23%	29 16%	23 15%	39 18%	38 14%	49 17%	36 17%	54 23%	32 12%	54 20%	38 16%	28 20%	25 28%	142 16%
<u>Improving standards in schools</u>																			
The Conservatives	259 26%	130 26%	129 25%	24 20%	36 22%	26 16%	44 24%	47 32%	81 37%	79 29%	67 24%	51 23%	61 26%	66 24%	84 32%	57 24%	37 26%	16 18%	231 27%
Labour	372 37%	179 36%	194 38%	52 43%	70 41%	74 44%	64 36%	46 31%	66 30%	94 35%	105 38%	84 38%	89 38%	117 43%	77 29%	107 45%	46 32%	26 29%	331 38%
The Liberal Democrats	114 11%	64 13%	50 10%	19 16%	21 12%	25 15%	22 12%	13 9%	15 7%	34 13%	36 13%	24 11%	20 9%	36 13%	22 8%	23 10%	20 14%	13 14%	96 11%
UKIP	45 4%	30 6%	15 3%	4 3%	8 5%	1 1%	11 6%	9 6%	12 5%	11 4%	8 3%	11 5%	15 6%	11 4%	15 6%	9 4%	5 4%	4 4%	38 4%
Don't know	214 21%	89 18%	124 24%	21 18%	33 20%	42 25%	39 22%	33 22%	45 21%	52 19%	62 22%	49 22%	51 21%	42 15%	65 25%	42 18%	33 24%	31 35%	170 20%

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Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

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	1004	492	512	120	169	168	180	149	219	270	279	219	236	272	263	238	142	89	865
<u>Tackling the cost of living</u>																			
The Conservatives	304 30%	157 32%	147 29%	15 12%	37 22%	39 23%	62 35%	50 34%	101 46%	95 35%	81 29%	75 34%	53 22%	84 31%	93 35%	64 27%	41 29%	23 26%	266 31%
Labour	382 38%	183 37%	199 39%	68 57%	74 44%	65 39%	58 32%	51 34%	67 31%	99 37%	111 40%	75 34%	98 41%	114 42%	75 29%	108 45%	54 38%	31 35%	330 38%
The Liberal Democrats	82 8%	46 9%	37 7%	15 12%	13 8%	22 13%	17 9%	9 6%	7 3%	22 8%	26 9%	18 8%	16 7%	23 8%	17 6%	21 9%	14 10%	8 9%	72 8%
UKIP	60 6%	37 8%	23 4%	3 2%	12 7%	9 5%	14 8%	10 6%	13 6%	10 4%	11 4%	17 8%	22 9%	17 6%	21 8%	8 3%	11 8%	3 4%	54 6%
Don't know	176 18%	69 14%	107 21%	20 17%	33 20%	33 20%	30 17%	29 20%	30 14%	43 16%	50 18%	34 16%	48 20%	35 13%	56 21%	38 16%	23 16%	24 27%	144 17%
<u>Introducing practical policies that will work in the long run</u>																			
The Conservatives	311 31%	162 33%	149 29%	25 21%	53 31%	43 25%	57 32%	42 28%	91 42%	96 36%	77 28%	80 37%	57 24%	84 31%	105 40%	58 24%	45 32%	18 20%	278 32%
Labour	281 28%	132 27%	149 29%	44 37%	45 27%	45 27%	50 28%	43 29%	54 25%	74 27%	84 30%	43 20%	80 34%	93 34%	47 18%	81 34%	37 26%	22 25%	243 28%
The Liberal Democrats	89 9%	47 10%	42 8%	12 10%	16 9%	20 12%	17 9%	12 8%	13 6%	23 9%	30 11%	20 9%	16 7%	23 8%	20 8%	21 9%	12 9%	13 14%	73 8%
UKIP	83 8%	55 11%	28 5%	11 9%	17 10%	12 7%	18 10%	11 8%	13 6%	16 6%	16 6%	28 13%	23 10%	19 7%	24 9%	24 10%	11 7%	5 5%	75 9%
Don't know	241 24%	96 20%	144 28%	28 23%	39 23%	48 29%	38 21%	41 27%	47 22%	61 23%	72 26%	48 22%	60 25%	53 20%	65 25%	54 23%	37 26%	31 34%	195 23%

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Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

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	1004	492	512	120	169	168	180	149	219	270	279	219	236	272	263	238	142	89	865
<u>Reforming the welfare system to cut benefit dependency</u>																			
The Conservatives	394 39%	198 40%	196 38%	38 31%	65 39%	55 33%	80 44%	55 37%	101 46%	132 49%	104 37%	83 38%	75 32%	102 37%	122 47%	87 37%	55 39%	27 31%	346 40%
Labour	280 28%	149 30%	130 25%	41 34%	39 23%	51 30%	45 25%	45 30%	58 27%	70 26%	72 26%	66 30%	72 30%	89 33%	56 21%	77 32%	35 24%	23 26%	243 28%
The Liberal Democrats	64 6%	24 5%	40 8%	14 12%	13 8%	13 8%	12 7%	5 3%	7 3%	11 4%	23 8%	15 7%	16 7%	20 7%	8 3%	17 7%	11 8%	8 10%	54 6%
UKIP	78 8%	47 10%	31 6%	9 7%	16 9%	10 6%	12 7%	17 12%	14 6%	15 6%	20 7%	18 8%	25 11%	17 6%	29 11%	16 7%	11 8%	5 6%	70 8%
Don't know	188 19%	74 15%	115 22%	19 16%	36 22%	39 23%	30 17%	26 18%	38 17%	42 15%	60 22%	38 17%	49 21%	45 16%	47 18%	41 17%	31 21%	25 28%	153 18%
<u>Dealing with immigration</u>																			
The Conservatives	218 22%	114 23%	104 20%	19 16%	40 24%	24 14%	34 19%	33 22%	69 32%	68 25%	54 19%	48 22%	48 20%	65 24%	67 25%	41 17%	26 18%	19 21%	192 22%
Labour	219 22%	99 20%	119 23%	37 31%	38 23%	32 19%	28 16%	38 25%	46 21%	69 26%	59 21%	37 17%	53 23%	66 24%	35 13%	65 27%	30 21%	22 24%	184 21%
The Liberal Democrats	63 6%	31 6%	31 6%	8 7%	14 8%	18 11%	15 9%	4 3%	3 2%	15 5%	22 8%	15 7%	11 5%	20 7%	14 5%	12 5%	9 6%	8 9%	52 6%
UKIP	310 31%	172 35%	138 27%	36 30%	47 28%	58 35%	71 39%	43 29%	55 25%	73 27%	87 31%	82 38%	67 28%	75 28%	93 35%	79 33%	49 35%	14 16%	278 32%
Don't know	194 19%	75 15%	119 23%	20 16%	30 18%	37 22%	31 17%	31 21%	45 21%	45 17%	56 20%	36 16%	57 24%	45 17%	54 20%	41 17%	28 20%	27 30%	159 18%

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Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

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	1004	492	512	120	169	168	180	149	219	270	279	219	236	272	263	238	142	89	865
Britain's relationship with the European Union																			
The Conservatives	289 29%	142 29%	147 29%	33 27%	44 26%	38 22%	51 28%	41 28%	83 38%	91 34%	75 27%	69 32%	54 23%	87 32%	87 33%	55 23%	39 28%	21 23%	256 30%
Labour	278 28%	136 28%	141 28%	44 37%	55 32%	43 26%	41 23%	38 26%	57 26%	83 31%	75 27%	49 22%	70 30%	84 31%	50 19%	79 33%	42 29%	24 26%	238 28%
The Liberal Democrats	93 9%	52 11%	40 8%	10 9%	15 9%	22 13%	18 10%	10 7%	16 7%	23 9%	27 10%	26 12%	16 7%	25 9%	18 7%	24 10%	12 9%	13 15%	76 9%
UKIP	162 16%	94 19%	69 13%	14 11%	24 14%	27 16%	41 23%	29 19%	27 13%	27 10%	45 16%	47 22%	43 18%	41 15%	54 21%	35 15%	23 16%	9 10%	146 17%
Don't know	182 18%	67 14%	115 22%	20 16%	30 18%	38 23%	28 16%	30 20%	36 16%	45 17%	57 20%	28 13%	53 22%	35 13%	53 20%	45 19%	25 18%	24 27%	148 17%

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Absolutes/col percents

Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	227	264	52	93	172	425	221	208	129	441	306
Weighted base	1004	226	261	52	88	170	438	217	181	136	423	319
<u>Getting the economy growing and creating jobs</u>												
The Conservatives	405 40%	208 92%	49 19%	15 29%	28 32%	64 37%	190 43%	183 84%	35 19%	51 37%	182 43%	140 44%
Labour	329 33%	9 4%	198 76%	8 15%	18 20%	27 16%	139 32%	13 6%	127 70%	52 38%	171 40%	120 38%
The Liberal Democrats	53 5%	3 1%	4 1%	21 40%	1 1%	8 5%	25 6%	5 2%	3 2%	19 14%	22 5%	20 6%
UKIP	52 5%	-	1 *	-	30 34%	5 3%	11 2%	11 5%	5 3%	1 1%	30 7%	9 3%
Don't know	164 16%	6 3%	10 4%	9 17%	12 14%	67 39%	73 17%	6 3%	10 6%	14 10%	18 4%	30 10%
<u>Cutting the deficit and the debt</u>												
The Conservatives	453 45%	207 92%	69 27%	19 37%	28 32%	65 38%	207 47%	189 87%	44 24%	61 45%	205 48%	161 50%
Labour	232 23%	6 3%	157 60%	4 7%	13 14%	13 7%	91 21%	9 4%	105 58%	35 26%	130 31%	83 26%
The Liberal Democrats	57 6%	-	9 3%	22 42%	1 1%	7 4%	25 6%	2 1%	1 1%	21 15%	26 6%	21 7%
UKIP	59 6%	-	3 1%	-	31 35%	8 5%	15 3%	9 4%	8 5%	1 1%	33 8%	8 3%
Don't know	204 20%	13 6%	23 9%	7 13%	15 17%	77 45%	99 23%	7 3%	22 12%	18 13%	30 7%	47 15%

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Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

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	1004	226	261	52	88	170	438	217	181	136	423	319
<u>Dealing with crime</u>												
The Conservatives	313 31%	166 73%	28 11%	11 21%	23 26%	41 24%	124 28%	153 71%	22 12%	34 25%	158 37%	99 31%
Labour	299 30%	14 6%	187 72%	6 12%	11 13%	23 13%	127 29%	12 6%	118 65%	49 36%	150 35%	109 34%
The Liberal Democrats	68 7%	9 4%	8 3%	23 44%	2 2%	11 6%	39 9%	4 2%	6 3%	28 21%	25 6%	31 10%
UKIP	91 9%	12 5%	9 4%	4 7%	40 45%	7 4%	35 8%	22 10%	9 5%	6 5%	45 11%	30 9%
Don't know	234 23%	25 11%	29 11%	9 17%	12 14%	89 52%	112 26%	26 12%	27 15%	19 14%	45 11%	51 16%
<u>Improving the NHS</u>												
The Conservatives	213 21%	131 58%	18 7%	6 11%	23 26%	23 14%	81 18%	121 56%	8 5%	15 11%	118 28%	63 20%
Labour	447 45%	55 24%	221 84%	13 25%	23 26%	51 30%	209 48%	54 25%	148 82%	73 54%	207 49%	169 53%
The Liberal Democrats	72 7%	11 5%	5 2%	27 53%	2 2%	7 4%	33 8%	12 5%	6 3%	28 20%	35 8%	28 9%
UKIP	64 6%	2 1%	6 2%	1 3%	32 37%	5 3%	21 5%	13 6%	6 3%	2 2%	28 7%	19 6%
Don't know	208 21%	27 12%	11 4%	4 8%	8 9%	83 49%	94 21%	17 8%	13 7%	18 13%	36 8%	40 12%

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Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

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	1004	226	261	52	88	170	438	217	181	136	423	319
<u>Steering the economy through difficult times</u>												
The Conservatives	429 43%	207 91%	55 21%	14 26%	33 38%	68 40%	200 46%	185 85%	37 20%	55 40%	194 46%	148 46%
Labour	281 28%	9 4%	176 67%	7 14%	11 13%	16 9%	110 25%	12 6%	113 62%	43 31%	152 36%	99 31%
The Liberal Democrats	67 7%	1 1%	12 5%	26 51%	3 4%	12 7%	34 8%	4 2%	6 4%	26 19%	27 6%	27 8%
UKIP	51 5%	- -	3 1%	- -	29 33%	3 2%	16 4%	8 4%	6 3%	1 1%	26 6%	13 4%
Don't know	177 18%	9 4%	15 6%	5 9%	11 12%	71 42%	78 18%	8 4%	19 10%	11 8%	24 6%	32 10%
<u>Improving standards in schools</u>												
The Conservatives	259 26%	152 67%	21 8%	4 8%	29 33%	19 11%	99 23%	128 59%	18 10%	17 12%	137 32%	86 27%
Labour	372 37%	30 13%	212 81%	7 14%	18 21%	43 26%	165 38%	44 20%	136 75%	54 39%	185 44%	130 41%
The Liberal Democrats	114 11%	22 10%	13 5%	34 66%	3 3%	13 8%	63 14%	14 6%	9 5%	42 31%	42 10%	54 17%
UKIP	45 4%	1 1%	1 *	1 1%	26 30%	6 3%	12 3%	8 4%	6 3%	1 1%	24 6%	8 2%
Don't know	214 21%	22 10%	14 5%	5 10%	11 12%	88 52%	99 23%	23 11%	12 7%	23 17%	34 8%	42 13%

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Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

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	1004	226	261	52	88	170	438	217	181	136	423	319
<u>Tackling the cost of living</u>												
The Conservatives	304 30%	170 75%	27 10%	6 12%	27 31%	41 24%	127 29%	150 69%	25 14%	29 21%	149 35%	98 31%
Labour	382 38%	32 14%	214 82%	12 24%	15 17%	31 18%	173 39%	31 14%	134 74%	61 45%	188 45%	149 47%
The Liberal Democrats	82 8%	8 3%	9 4%	26 50%	3 3%	11 7%	37 8%	13 6%	5 3%	27 20%	37 9%	28 9%
UKIP	60 6%	1 *	1 *	1 2%	36 42%	9 5%	19 4%	12 6%	8 4%	2 2%	29 7%	13 4%
Don't know	176 18%	16 7%	10 4%	6 13%	6 6%	78 46%	82 19%	10 5%	9 5%	17 12%	19 5%	32 10%
<u>Introducing practical policies that will work in the long run</u>												
The Conservatives	311 31%	186 82%	29 11%	5 10%	21 24%	43 25%	131 30%	162 75%	26 14%	20 14%	156 37%	96 30%
Labour	281 28%	2 1%	200 77%	1 2%	6 6%	19 11%	110 25%	13 6%	122 68%	43 32%	153 36%	97 30%
The Liberal Democrats	89 9%	9 4%	6 2%	33 63%	5 6%	11 6%	55 12%	6 3%	4 2%	42 31%	28 7%	48 15%
UKIP	83 8%	2 1%	3 1%	- -	47 53%	11 6%	25 6%	16 7%	9 5%	2 2%	45 11%	17 5%
Don't know	241 24%	27 12%	24 9%	13 25%	9 10%	86 50%	117 27%	20 9%	20 11%	29 22%	41 10%	62 19%

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Absolutes/col percents

Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

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	1004	226	261	52	88	170	438	217	181	136	423	319
<u>Reforming the welfare system to cut benefit dependency</u>												
The Conservatives	394 39%	194 86%	57 22%	21 41%	26 30%	47 28%	176 40%	162 75%	43 24%	46 34%	188 44%	142 44%
Labour	280 28%	10 4%	166 64%	5 10%	12 13%	26 15%	109 25%	20 9%	112 62%	44 33%	152 36%	88 28%
The Liberal Democrats	64 6%	4 2%	11 4%	18 35%	3 3%	8 5%	38 9%	8 4%	4 2%	25 18%	21 5%	33 10%
UKIP	78 8%	4 2%	7 3%	2 3%	38 43%	13 8%	32 7%	18 8%	9 5%	3 2%	33 8%	23 7%
Don't know	188 19%	14 6%	19 7%	6 11%	10 11%	76 45%	82 19%	9 4%	14 8%	18 14%	29 7%	34 11%
<u>Dealing with immigration</u>												
The Conservatives	218 22%	122 54%	36 14%	8 15%	5 5%	17 10%	86 20%	95 44%	21 12%	26 19%	115 27%	72 22%
Labour	219 22%	11 5%	134 51%	6 11%	1 1%	20 12%	91 21%	15 7%	98 54%	34 25%	116 27%	74 23%
The Liberal Democrats	63 6%	3 1%	10 4%	24 46%	-	6 3%	35 8%	3 2%	5 3%	28 21%	25 6%	30 9%
UKIP	310 31%	70 31%	56 22%	10 20%	79 90%	50 29%	146 33%	86 40%	42 23%	26 19%	129 31%	109 34%
Don't know	194 19%	20 9%	25 9%	4 8%	2 3%	77 45%	81 18%	18 8%	15 9%	23 17%	38 9%	34 11%

Ashcroft National Poll
CATI Fieldwork : 20th - 22nd February 2015

Absolutes/col percents

Table 6

Q6. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats or UKIP?

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	1004	226	261	52	88	170	438	217	181	136	423	319
<u>Britain's relationship with the European Union</u>												
The Conservatives	289 29%	151 67%	45 17%	10 19%	11 12%	38 22%	124 28%	126 58%	25 14%	33 24%	144 34%	95 30%
Labour	278 28%	23 10%	159 61%	4 8%	6 7%	27 16%	117 27%	24 11%	108 60%	43 32%	139 33%	96 30%
The Liberal Democrats	93 9%	12 5%	16 6%	29 56%	2 2%	10 6%	49 11%	10 5%	9 5%	40 30%	39 9%	42 13%
UKIP	162 16%	25 11%	23 9%	5 9%	68 78%	17 10%	67 15%	43 20%	24 13%	9 7%	78 18%	53 17%
Don't know	182 18%	15 7%	20 8%	4 8%	1 1%	78 46%	81 19%	13 6%	15 8%	11 8%	23 5%	33 10%

Ashcroft National Poll
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Absolutes/col percents

Table 7

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Yes	592 59%	612 61%
No	412 41%	392 39%

Ashcroft National Poll
CATI Fieldwork : 20th - 22nd February 2015

Absolutes/col percents

Table 8
Is the house or flat in which you live...?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Owners	652 65%	652 65%
Owned outright - without mortgage	314 31%	331 33%
Owned with a mortgage or loan	338 34%	321 32%
NET: Renters	333 33%	333 33%
Rented from the council	109 11%	141 14%
Rented from a housing association	68 7%	55 5%
Rented from someone else	156 16%	138 14%
Rent free	19 2%	18 2%

Ashcroft National Poll
CATI Fieldwork : 20th - 22nd February 2015

Absolutes/col percents

Table 9
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
None	196 20%	211 21%
1	418 42%	422 42%
2	289 29%	281 28%
3+	101 10%	90 9%
Mean	1.40	1.33
Standard deviation	1.52	1.43
Standard error	0.05	0.05

Ashcroft National Poll
CATI Fieldwork : 20th - 22nd February 2015

Absolutes/col percents

Table 10
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Working	584 58%	562 56%
Working full time - working 30 hours per week or more	434 43%	442 44%
Working part time - working between 8 and 29 hours per week	150 15%	120 12%
NET: Not Working	420 42%	442 44%
Not working but seeking work or temporarily unemployed or sick	55 5%	66 7%
Not working and not seeking work/ student	57 6%	76 8%
Retired on a state pension only	107 11%	98 10%
Retired with a private pension	159 16%	151 15%
House person, housewife, househusband, etc.	42 4%	50 5%

Ashcroft National Poll
CATI Fieldwork : 20th - 22nd February 2015

Absolutes/col percents

Table 11
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: AB	372 37%	268 27%
A	114 11%	86 9%
B	258 26%	183 18%
C1	223 22%	278 28%
C2	153 15%	219 22%
D	113 11%	103 10%
E	143 14%	136 14%
NET: DE	256 25%	239 24%

Ashcroft National Poll
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Absolutes/col percents

Table 12

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
18-24	87 9%	119 12%
25-34	157 16%	169 17%
35-44	159 16%	169 17%
45-54	185 18%	179 18%
55-64	167 17%	149 15%
65 or older	249 25%	219 22%
Average age	49.07	47.02

Ashcroft National Poll
CATI Fieldwork : 20th - 22nd February 2015

Absolutes/col percents

Table 13
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Male	525 52%	492 49%
Female	479 48%	512 51%

Ashcroft National Poll
CATI Fieldwork : 20th - 22nd February 2015

Absolutes/col percents

Table 14
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Scotland	90 9%	90 9%
North East	40 4%	40 4%
North West	123 12%	110 11%
Yorkshire & Humberside	86 9%	90 9%
West Midlands	88 9%	90 9%
East Midlands	66 7%	70 7%
Wales	47 5%	50 5%
Eastern	99 10%	100 10%
London	130 13%	131 13%
South East	143 14%	141 14%
South West	92 9%	90 9%

Ashcroft National Poll
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Absolutes/col percents

Table 15

**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	1004	1004
Weighted base	1004	1004
Conservative	221 22%	217 22%
Labour	208 21%	181 18%
Liberal Democrat	129 13%	136 14%
Another party	65 6%	59 6%
Didn't vote	295 29%	320 32%
Refused	37 4%	37 4%
Don't know	49 5%	54 5%