

Ashcroft National Poll

CATI Fieldwork : 27th February - 1st March 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	481	522	86	159	165	202	176	215	406	192	162	243	288	249	240	141	85	873	
Weighted base	1003	491	512	119	172	170	179	148	215	276	278	217	232	276	259	240	143	84	869	
Absolutely certain to vote	(10)	547 55%	260 53%	288 56%	31 26%	75 44%	92 54%	99 55%	99 67%	151 70%	195 71%	147 53%	94 43%	111 48%	157 57%	147 57%	121 51%	62 44%	59 70%	459 53%
	(9)	58 6%	30 6%	28 5%	12 10%	18 11%	5 3%	9 5%	6 4%	8 4%	14 5%	27 10%	7 3%	11 5%	14 5%	16 6%	10 4%	17 12%	1 1%	51 6%
	(8)	94 9%	50 10%	44 9%	21 17%	18 10%	12 7%	18 10%	10 7%	15 7%	20 7%	22 8%	26 12%	26 11%	21 8%	28 11%	21 9%	13 9%	10 12%	78 9%
	(7)	37 4%	18 4%	19 4%	8 6%	8 4%	8 5%	5 3%	5 3%	3 2%	8 3%	16 6%	9 4%	4 2%	10 4%	11 4%	7 3%	6 4%	2 2%	33 4%
	(6)	24 2%	11 2%	12 2%	4 3%	5 3%	10 6%	3 2%	1 1%	1 *	5 2%	9 3%	3 1%	7 3%	5 2%	6 2%	5 2%	7 5%	1 1%	21 2%
	(5)	83 8%	34 7%	49 10%	15 13%	21 12%	11 7%	13 7%	8 6%	14 7%	11 4%	23 8%	26 12%	24 10%	25 9%	23 9%	19 8%	14 10%	2 2%	76 9%
	(4)	17 2%	10 2%	6 1%	4 3%	1 1%	4 2%	4 2%	2 1%	2 1%	3 1%	5 2%	5 2%	4 2%	5 2%	2 1%	8 3%	1 1%	1 1%	15 2%
	(3)	30 3%	21 4%	9 2%	9 8%	8 5%	1 1%	6 3%	4 3%	2 1%	3 1%	9 3%	7 3%	11 5%	12 4%	5 2%	6 2%	6 4%	1 1%	29 3%
	(2)	21 2%	14 3%	7 1%	4 3%	5 3%	2 1%	2 1%	3 2%	5 2%	3 1%	3 1%	8 4%	6 3%	5 2%	1 *	11 4%	3 2%	1 1%	19 2%
Definitely would not vote	(1)	90 9%	41 8%	49 10%	11 10%	12 7%	24 14%	21 12%	9 6%	12 6%	14 5%	18 7%	31 14%	27 11%	20 7%	19 7%	32 13%	13 9%	6 7%	82 9%
Refused		2 *	1 *	1 *	- -	1 1%	- -	- -	- -	1 1%	1 *	- -	1 1%	- -	1 *	- -	1 *	- -	- -	2 *
Don't know		1 *	* *	1 *	- -	- -	- -	* *	- -	1 *	* *	- -	- -	1 *	* *	1 *	- -	- -	- -	1 *
Mean		7.85	7.78	7.92	6.74	7.58	7.56	7.76	8.40	8.60	8.77	8.03	6.99	7.34	7.94	8.17	7.31	7.52	8.65	7.73
Standard deviation		3.05	3.07	3.03	3.04	2.98	3.30	3.19	2.82	2.68	2.48	2.80	3.41	3.28	2.98	2.77	3.41	3.07	2.66	3.11
Standard error		0.10	0.14	0.13	0.33	0.24	0.26	0.23	0.21	0.18	0.12	0.20	0.27	0.21	0.18	0.18	0.22	0.26	0.29	0.11

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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

		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		1003	233	231	40	112	192	410	231	204	113	418	307
Weighted base		1003	231	233	46	107	184	424	222	185	140	401	328
Absolutely certain to vote	(10)	547	167	141	27	64	84	192	170	130	86	304	160
		55%	72%	61%	60%	59%	46%	45%	77%	70%	61%	76%	49%
	(9)	58	11	14	8	9	7	36	11	9	16	17	33
		6%	5%	6%	17%	9%	4%	8%	5%	5%	11%	4%	10%
	(8)	94	17	27	5	11	20	51	14	19	13	32	42
		9%	7%	12%	10%	10%	11%	12%	6%	10%	9%	8%	13%
	(7)	37	9	9	3	4	9	28	6	4	2	8	20
		4%	4%	4%	6%	4%	5%	7%	3%	2%	1%	2%	6%
	(6)	24	2	10	-	2	8	14	1	5	4	8	8
		2%	1%	4%	-	2%	5%	3%	1%	3%	3%	2%	2%
	(5)	83	17	23	2	10	23	52	11	11	6	19	41
		8%	7%	10%	5%	9%	12%	12%	5%	6%	5%	5%	12%
	(4)	17	-	2	*	*	10	14	3	1	4	2	5
		2%	-	1%	1%	*	5%	3%	1%	1%	3%	*	1%
	(3)	30	7	7	-	6	8	23	-	1	5	7	15
		3%	3%	3%	-	5%	4%	5%	-	1%	4%	2%	4%
	(2)	21	2	1	-	2	11	13	-	-	3	5	5
		2%	1%	*	-	2%	6%	3%	-	-	2%	1%	1%
Definitely would not vote	(1)	90	-	-	-	-	-	-	5	3	1	-	-
		9%	-	-	-	-	-	-	2%	2%	1%	-	-
Refused		2	-	-	-	-	2	-	-	-	-	-	-
		*	-	-	-	-	1%	-	-	-	-	-	-
Don't know		1	-	-	-	-	1	1	*	*	-	-	-
		*	-	-	-	-	1%	*	*	*	-	-	-
Mean		7.85	9.03	8.65	9.11	8.54	7.63	7.90	9.20	9.01	8.66	9.17	8.24
Standard deviation		3.05	1.91	2.04	1.44	2.27	2.72	2.49	1.87	1.91	2.28	1.79	2.26
Standard error		0.10	0.13	0.13	0.23	0.21	0.20	0.12	0.12	0.13	0.21	0.09	0.13

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Table 2

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

Base: All respondents

	Gender			Age						Class				Region					
	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	481	522	86	159	165	202	176	215	406	192	162	243	288	249	240	141	85	873
Weighted base	1003	491	512	119	172	170	179	148	215	276	278	217	232	276	259	240	143	84	869
Conservative	231 23%	118 24%	112 22%	29 24%	40 24%	27 16%	39 21%	43 29%	52 24%	90 33%	66 24%	37 17%	38 16%	87 31%	69 27%	38 16%	24 16%	13 15%	215 25%
Labour	233 23%	112 23%	122 24%	33 28%	49 29%	42 25%	39 22%	25 17%	44 21%	52 19%	74 27%	43 20%	63 27%	58 21%	67 26%	63 26%	32 23%	13 15%	203 23%
Liberal Democrat	46 5%	23 5%	23 4%	4 4%	9 5%	9 5%	4 2%	7 5%	12 6%	17 6%	12 4%	10 5%	6 3%	9 3%	16 6%	10 4%	4 3%	6 7%	40 5%
SNP	26 3%	15 3%	11 2%	4 3%	1 1%	2 1%	8 4%	5 3%	6 3%	7 2%	4 2%	6 3%	9 4%	-	-	-	-	26 30%	-
Plaid Cymru	4 *	3 1%	1 *	-	2 1%	1 1%	-	-	1 *	1 *	2 1%	1 1%	-	-	-	-	4 3%	-	-
The UK Independence Party	107 11%	64 13%	43 8%	7 6%	12 7%	15 9%	17 9%	23 16%	33 15%	19 7%	16 6%	41 19%	32 14%	24 9%	32 12%	29 12%	22 16%	-	100 11%
The Green Party	58 6%	28 6%	30 6%	11 9%	13 7%	18 11%	6 3%	4 3%	7 3%	14 5%	28 10%	7 3%	9 4%	14 5%	12 4%	15 6%	13 9%	5 6%	48 6%
The British National Party	3 *	3 1%	-	2 1%	-	1 *	-	-	-	-	2 1%	-	1 *	2 1%	-	1 *	-	-	3 *
Another party	21 2%	9 2%	12 2%	3 3%	3 2%	3 2%	5 3%	3 2%	3 2%	7 3%	5 2%	4 2%	5 2%	8 3%	5 2%	3 1%	4 3%	-	18 2%
Would not vote	90 9%	41 8%	49 10%	11 10%	12 7%	24 14%	21 12%	9 6%	12 6%	14 5%	18 7%	31 14%	27 11%	20 7%	19 7%	32 13%	13 9%	6 7%	82 9%
Refused	87 9%	36 7%	51 10%	4 3%	15 9%	7 4%	18 10%	17 11%	26 12%	24 9%	26 9%	16 8%	21 9%	26 10%	23 9%	19 8%	10 7%	8 10%	76 9%
Don't know	97 10%	38 8%	59 11%	10 9%	15 9%	19 11%	24 13%	10 7%	18 8%	31 11%	24 9%	19 9%	22 10%	27 10%	15 6%	30 13%	16 11%	8 9%	84 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	1003	233	231	40	112	192	410	231	204	113	418	307
Weighted base	1003	231	233	46	107	184	424	222	185	140	401	328
Conservative	231	231	-	-	-	-	88	155	11	14	143	88
	23%	100%	-	-	-	-	21%	70%	6%	10%	36%	27%
Labour	233	-	233	-	-	-	99	10	130	25	134	99
	23%	-	100%	-	-	-	23%	5%	70%	18%	33%	30%
Liberal Democrat	46	-	-	46	-	-	27	3	3	31	18	27
	5%	-	-	100%	-	-	6%	1%	1%	22%	5%	8%
SNP	26	-	-	-	-	-	7	-	4	1	18	7
	3%	-	-	-	-	-	2%	-	2%	1%	5%	2%
Plaid Cymru	4	-	-	-	-	-	1	-	-	-	3	1
	*	-	-	-	-	-	*	-	-	-	1%	*
The UK Independence Party	107	-	-	-	107	-	46	28	16	12	62	46
	11%	-	-	-	100%	-	11%	12%	9%	8%	15%	14%
The Green Party	58	-	-	-	-	-	41	1	6	32	17	41
	6%	-	-	-	-	-	10%	*	3%	23%	4%	13%
The British National Party	3	-	-	-	-	-	2	-	-	-	1	2
	*	-	-	-	-	-	*	-	-	-	*	1%
Another party	21	-	-	-	-	-	16	4	4	4	5	16
	2%	-	-	-	-	-	4%	2%	2%	3%	1%	5%
Would not vote	90	-	-	-	-	-	-	5	3	1	-	-
	9%	-	-	-	-	-	-	2%	2%	1%	-	-
Refused	87	-	-	-	-	87	-	3	2	5	-	-
	9%	-	-	-	-	47%	-	1%	1%	4%	-	-
Don't know	97	-	-	-	-	97	97	13	7	14	-	-
	10%	-	-	-	-	53%	23%	6%	4%	10%	-	-

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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	536	274	262	39	82	89	104	101	122	240	104	78	114	154	142	118	68	54	457
Weighted base	528	269	259	54	86	88	89	84	126	166	152	102	109	144	149	112	72	51	447
Conservative	176	86	89	19	31	21	26	37	42	73	49	26	27	69	51	29	17	11	163
	33%	32%	35%	35%	36%	24%	29%	44%	33%	44%	33%	25%	25%	48%	34%	26%	23%	22%	36%
Labour	164	79	85	20	32	31	31	17	34	41	51	30	42	38	50	44	22	11	141
	31%	29%	33%	37%	37%	36%	35%	20%	27%	25%	34%	29%	39%	26%	33%	39%	31%	21%	32%
Liberal Democrat	35	19	17	3	6	8	3	6	9	14	9	8	4	6	13	9	3	4	31
	7%	7%	6%	5%	7%	10%	3%	7%	7%	9%	6%	8%	4%	4%	9%	8%	5%	8%	7%
SNP	21	11	9	3	1	2	7	3	5	6	4	3	7	-	-	-	-	21	-
	4%	4%	4%	5%	1%	2%	8%	4%	4%	4%	3%	3%	7%	-	-	-	-	40%	-
Plaid Cymru	3	3	*	-	2	*	-	-	1	1	2	*	-	-	-	-	3	-	-
	1%	1%	*	-	2%	*	-	-	*	*	1%	*	-	-	-	-	4%	-	-
The UK Independence Party	75	45	31	5	4	10	13	16	27	12	12	30	21	18	22	20	15	-	69
	14%	17%	12%	8%	5%	11%	15%	19%	21%	7%	8%	29%	19%	13%	15%	18%	20%	-	15%
The Green Party	40	19	21	4	9	14	5	3	5	11	21	3	5	10	9	8	9	4	31
	7%	7%	8%	7%	10%	15%	6%	3%	4%	7%	14%	3%	4%	7%	6%	7%	12%	8%	7%
The British National Party	*	*	-	*	-	*	-	-	-	-	*	-	*	*	-	*	-	-	*
	*	*	-	*	-	*	-	-	-	-	*	-	*	*	-	*	-	-	*
Another party	14	7	7	1	2	2	4	3	3	7	4	2	2	3	5	3	3	-	12
	3%	3%	3%	2%	2%	2%	4%	3%	2%	4%	2%	2%	2%	2%	3%	2%	5%	-	3%

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How likely are you, personally, to vote at the next election?

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	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	536	182	167	30	77	-	205	174	149	72	331	205
Weighted base	528	176	164	35	75	-	213	166	135	89	315	213
Conservative	176 33%	176 100%	-	-	-	-	57 27%	131 79%	9 7%	8 9%	118 38%	57 27%
Labour	164 31%	-	164 100%	-	-	-	64 30%	8 5%	103 76%	18 20%	101 32%	64 30%
Liberal Democrat	35 7%	-	-	35 100%	-	-	21 10%	1 1%	2 2%	26 29%	15 5%	21 10%
SNP	21 4%	-	-	-	-	-	6 3%	-	4 3%	1 1%	15 5%	6 3%
Plaid Cymru	3 1%	-	-	-	-	-	*	-	-	-	3 1%	*
The UK Independence Party	75 14%	-	-	-	75 100%	-	28 13%	22 13%	10 8%	10 11%	47 15%	28 13%
The Green Party	40 7%	-	-	-	-	-	27 13%	1 *	5 4%	22 25%	13 4%	27 13%
The British National Party	* *	-	-	-	-	-	* *	-	-	-	* *	* *
Another party	14 3%	-	-	-	-	-	10 5%	2 1%	2 1%	4 4%	4 1%	10 5%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	34%
Labour	31%
Liberal Democrat/ Liberal	7%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	14%
The Green Party	7%
Other	3%

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Absolutes/col percents

Table 5

Q4. The next general election will take place on May 7th 2015. When the general election comes, will you definitely vote ... or might you end up voting differently when the time comes?

Base: All naming a party they would vote for tomorrow

	Gender		Age							Class				Region					NET: Eng-land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	725	372	353	66	121	121	132	133	152	300	143	113	169	210	190	162	98	65	626
Weighted base	729	375	354	94	130	119	116	112	159	207	210	150	162	202	201	160	104	62	626
Will definitely vote that way	401 55%	216 58%	185 52%	37 40%	58 45%	65 54%	68 58%	70 63%	103 65%	117 57%	101 48%	84 56%	99 61%	101 50%	101 50%	104 65%	60 58%	36 58%	340 54%
Might end up voting differently	328 45%	159 42%	169 48%	57 60%	71 55%	55 46%	48 42%	42 37%	55 35%	90 43%	109 52%	66 44%	63 39%	101 50%	101 50%	56 35%	44 42%	26 42%	286 46%

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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	725	233	231	40	112	-	307	209	190	93	418	307
Weighted base	729	231	233	46	107	-	328	201	173	119	401	328
Will definitely vote that way	401 55%	143 62%	134 58%	18 41%	62 57%	-	-	134 67%	112 65%	44 37%	401 100%	-
Might end up voting differently	328 45%	88 38%	99 42%	27 59%	46 43%	-	328 100%	67 33%	61 35%	75 63%	-	328 100%

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Table 6

Q5. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?

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	481	522	86	159	165	202	176	215	406	192	162	243	288	249	240	141	85	873	
Weighted base	1003	491	512	119	172	170	179	148	215	276	278	217	232	276	259	240	143	84	869	
<u>A significant fall in immigration to the UK</u>																				
More likely under a Conservative government	261 26%	140 28%	122 24%	34 28%	45 26%	46 27%	30 17%	41 28%	66 31%	82 30%	74 27%	57 26%	48 21%	59 21%	83 32%	53 22%	39 27%	27 32%	221 25%	
More likely under a Labour government	132 13%	69 14%	63 12%	15 13%	16 9%	25 15%	32 18%	12 8%	31 14%	23 8%	32 12%	28 13%	49 21%	33 12%	29 11%	41 17%	21 15%	7 9%	114 13%	
Equally likely under a government of either party	501 50%	230 47%	271 53%	58 49%	93 54%	82 49%	101 56%	76 51%	91 42%	145 53%	152 55%	98 45%	107 46%	157 57%	116 45%	121 50%	63 44%	44 53%	439 50%	
Don't know	108 11%	52 11%	56 11%	12 10%	18 11%	16 9%	16 9%	18 12%	28 13%	26 9%	20 7%	34 15%	29 12%	27 10%	30 12%	26 11%	20 14%	5 6%	95 11%	
<u>Higher taxes for people like you</u>																				
More likely under a Conservative government	265 26%	129 26%	136 27%	40 33%	39 23%	57 34%	37 21%	40 27%	52 24%	56 20%	80 29%	52 24%	78 34%	53 19%	76 29%	78 32%	43 30%	16 19%	227 26%	
More likely under a Labour government	296 29%	170 35%	126 25%	39 33%	45 26%	37 22%	60 33%	47 31%	68 32%	112 41%	85 31%	52 24%	47 20%	111 40%	67 26%	57 24%	38 27%	23 27%	264 30%	
Equally likely under a government of either party	375 37%	167 34%	208 41%	29 24%	75 44%	67 40%	72 40%	53 36%	78 36%	96 35%	103 37%	90 42%	85 37%	95 35%	98 38%	92 38%	48 34%	41 49%	318 37%	
Don't know	68 7%	25 5%	42 8%	11 9%	13 8%	8 5%	10 5%	8 6%	18 8%	12 4%	10 4%	23 11%	22 9%	18 6%	19 7%	13 5%	14 10%	5 6%	60 7%	
<u>Strong economic growth, with more jobs and higher incomes</u>																				
More likely under a Conservative government	360 36%	202 41%	158 31%	31 26%	57 33%	54 32%	57 32%	70 47%	92 43%	133 48%	93 33%	63 29%	71 30%	129 47%	99 38%	62 26%	49 34%	21 25%	324 37%	
More likely under a Labour government	211 21%	100 20%	111 22%	35 29%	35 21%	43 25%	39 22%	21 14%	39 18%	42 15%	62 22%	46 21%	62 27%	54 20%	54 21%	52 22%	34 24%	17 20%	177 20%	
Equally likely under a government of either party	365 36%	160 33%	204 40%	42 35%	71 41%	62 36%	76 42%	49 33%	66 30%	88 32%	114 41%	84 39%	79 34%	79 29%	92 35%	108 45%	46 32%	39 46%	311 36%	
Don't know	67 7%	29 6%	38 7%	12 10%	9 5%	11 7%	8 4%	9 6%	19 9%	13 5%	10 4%	24 11%	21 9%	14 5%	14 5%	19 8%	14 10%	7 8%	57 7%	

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Absolutes/col percents

Table 6

Q5. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?

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	119	172	170	179	148	215	276	278	217	232	276	259	240	143	84	869
<u>An increase in the country's borrowing and debt</u>																			
More likely under a Conservative government	114 11%	53 11%	60 12%	15 12%	10 6%	27 16%	16 9%	16 11%	29 14%	22 8%	27 10%	23 11%	41 18%	26 9%	36 14%	19 8%	24 17%	9 10%	95 11%
More likely under a Labour government	420 42%	238 49%	182 35%	44 37%	64 37%	58 34%	82 46%	72 49%	100 46%	147 53%	117 42%	74 34%	81 35%	137 50%	117 45%	89 37%	48 33%	29 35%	372 43%
Equally likely under a government of either party	410 41%	179 36%	232 45%	45 38%	86 50%	77 45%	73 41%	56 38%	74 34%	94 34%	126 45%	100 46%	91 39%	99 36%	93 36%	115 48%	61 43%	43 51%	348 40%
Don't know	59 6%	21 4%	39 8%	15 12%	12 7%	8 5%	8 5%	4 3%	13 6%	13 5%	8 3%	20 9%	18 8%	14 5%	14 5%	18 7%	10 7%	4 4%	53 6%
<u>Lower crime rates</u>																			
More likely under a Conservative government	168 17%	85 17%	84 16%	20 17%	12 7%	29 17%	31 17%	33 22%	44 20%	44 16%	49 18%	38 18%	37 16%	62 22%	48 19%	29 12%	22 15%	9 10%	155 18%
More likely under a Labour government	138 14%	72 15%	66 13%	17 14%	21 12%	26 15%	28 16%	13 9%	33 16%	35 13%	34 12%	25 11%	45 19%	40 14%	37 14%	30 13%	23 16%	7 9%	121 14%
Equally likely under a government of either party	626 62%	302 62%	324 63%	73 62%	127 74%	101 60%	114 64%	95 64%	115 53%	181 65%	183 66%	134 62%	128 55%	160 58%	156 60%	160 67%	87 61%	64 76%	532 61%
Don't know	70 7%	31 6%	39 8%	8 7%	12 7%	14 8%	6 4%	7 5%	23 11%	17 6%	12 4%	20 9%	22 9%	15 6%	18 7%	21 9%	12 8%	4 5%	62 7%
<u>More houses being built</u>																			
More likely under a Conservative government	174 17%	93 19%	81 16%	22 18%	17 10%	30 18%	31 17%	31 21%	43 20%	49 18%	38 14%	48 22%	40 17%	45 16%	54 21%	39 16%	29 21%	6 7%	157 18%
More likely under a Labour government	303 30%	159 32%	144 28%	40 34%	49 29%	56 33%	47 26%	42 28%	69 32%	83 30%	98 35%	47 22%	76 33%	89 32%	77 30%	65 27%	42 29%	30 36%	252 29%
Equally likely under a government of either party	465 46%	219 45%	246 48%	48 41%	90 52%	74 44%	93 52%	71 48%	88 41%	130 47%	134 48%	104 48%	98 42%	127 46%	113 44%	121 50%	59 41%	44 53%	405 47%
Don't know	61 6%	20 4%	41 8%	9 7%	15 9%	9 5%	8 5%	4 3%	16 7%	15 6%	9 3%	17 8%	19 8%	15 5%	15 6%	15 6%	13 9%	3 4%	54 6%

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Absolutes/col percents

Table 6

Q5. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?

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	119	172	170	179	148	215	276	278	217	232	276	259	240	143	84	869
Effective action to move people from welfare benefits into work																			
More likely under a Conservative government	454 45%	243 50%	211 41%	48 40%	72 42%	75 44%	68 38%	87 59%	105 49%	154 56%	127 46%	76 35%	97 42%	139 50%	118 46%	94 39%	72 51%	30 35%	396 46%
More likely under a Labour government	159 16%	77 16%	82 16%	21 17%	35 20%	23 13%	34 19%	13 9%	34 16%	38 14%	41 15%	38 17%	44 19%	45 16%	42 16%	39 16%	19 13%	15 17%	137 16%
Equally likely under a government of either party	331 33%	146 30%	185 36%	39 33%	53 31%	65 38%	69 39%	39 27%	64 30%	73 27%	98 35%	83 38%	76 33%	79 29%	86 33%	90 37%	43 30%	32 39%	287 33%
Don't know	59 6%	24 5%	35 7%	11 9%	12 7%	8 4%	8 4%	9 6%	12 6%	12 4%	12 4%	20 9%	15 7%	13 5%	12 5%	17 7%	9 6%	7 9%	49 6%
Effective action to tackle tax avoidance by rich individuals and companies																			
More likely under a Conservative government	148 15%	67 14%	81 16%	16 14%	17 10%	27 16%	16 9%	18 12%	53 25%	38 14%	33 12%	28 13%	49 21%	43 16%	51 20%	30 12%	16 11%	9 11%	132 15%
More likely under a Labour government	397 40%	215 44%	182 36%	45 38%	70 41%	60 35%	89 50%	70 47%	63 29%	126 46%	125 45%	66 30%	80 35%	120 43%	83 32%	97 40%	60 42%	37 45%	334 38%
Equally likely under a government of either party	391 39%	188 38%	203 40%	44 37%	75 44%	71 42%	66 37%	50 34%	84 39%	97 35%	115 41%	97 45%	81 35%	96 35%	107 41%	98 41%	57 40%	33 39%	343 39%
Don't know	67 7%	21 4%	46 9%	13 11%	10 6%	11 7%	7 4%	10 6%	16 7%	15 5%	5 2%	26 12%	22 9%	18 6%	18 7%	16 7%	11 7%	4 5%	60 7%
Improvements in the NHS																			
More likely under a Conservative government	133 13%	74 15%	58 11%	11 10%	13 7%	19 11%	19 11%	29 20%	41 19%	39 14%	30 11%	31 14%	32 14%	46 17%	38 15%	27 11%	15 11%	6 7%	125 14%
More likely under a Labour government	372 37%	193 39%	180 35%	53 45%	63 36%	65 38%	65 36%	45 31%	81 38%	110 40%	107 39%	62 29%	93 40%	93 34%	91 35%	100 42%	58 41%	29 35%	317 36%
Equally likely under a government of either party	431 43%	196 40%	235 46%	46 39%	81 47%	75 44%	86 48%	64 43%	79 37%	115 42%	131 47%	97 45%	89 38%	122 44%	115 44%	96 40%	56 39%	42 50%	372 43%
Don't know	67 7%	28 6%	39 8%	8 7%	15 9%	11 6%	9 5%	9 6%	15 7%	12 4%	10 4%	26 12%	18 8%	15 6%	14 6%	17 7%	13 9%	7 8%	55 6%

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Absolutes/col percents

Table 6

Q5. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?

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	119	172	170	179	148	215	276	278	217	232	276	259	240	143	84	869
Higher standards in schools																			
More likely under a Conservative government	221 22%	114 23%	107 21%	21 18%	30 18%	28 17%	43 24%	39 27%	59 27%	73 26%	60 21%	47 22%	42 18%	72 26%	65 25%	41 17%	29 21%	14 16%	200 23%
More likely under a Labour government	229 23%	110 22%	119 23%	21 18%	44 26%	45 27%	49 27%	19 13%	51 24%	59 21%	61 22%	44 20%	65 28%	63 23%	58 22%	60 25%	32 23%	16 19%	197 23%
Equally likely under a government of either party	479 48%	229 47%	250 49%	68 57%	83 48%	84 49%	79 44%	79 54%	86 40%	131 47%	145 52%	99 45%	105 45%	127 46%	118 46%	119 50%	66 46%	48 58%	412 47%
Don't know	74 7%	37 8%	37 7%	9 8%	14 8%	12 7%	9 5%	10 7%	20 9%	14 5%	13 5%	27 13%	20 9%	15 5%	18 7%	20 8%	15 10%	6 8%	61 7%
Higher standard of living for you and your family																			
More likely under a Conservative government	262 26%	143 29%	119 23%	24 20%	47 27%	38 23%	41 23%	53 36%	59 28%	95 34%	76 27%	47 22%	44 19%	91 33%	72 28%	44 18%	39 27%	16 19%	234 27%
More likely under a Labour government	258 26%	130 26%	128 25%	30 25%	54 31%	53 31%	52 29%	20 14%	49 23%	53 19%	74 27%	59 27%	71 31%	65 24%	63 24%	73 30%	33 23%	24 28%	219 25%
Equally likely under a government of either party	399 40%	176 36%	222 43%	55 46%	57 33%	64 38%	77 43%	64 43%	83 39%	114 41%	112 40%	81 37%	92 40%	105 38%	102 39%	102 42%	52 36%	37 45%	345 40%
Don't know	84 8%	42 9%	43 8%	11 9%	15 9%	14 8%	10 5%	11 8%	24 11%	14 5%	16 6%	29 13%	25 11%	15 5%	22 8%	21 9%	20 14%	7 8%	70 8%

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Absolutes/col percents

Table 6

Q5. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?

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	233	231	40	112	192	410	231	204	113	418	307
Weighted base	1003	231	233	46	107	184	424	222	185	140	401	328
<u>A significant fall in immigration to the UK</u>												
More likely under a Conservative government	261 26%	88 38%	54 23%	17 38%	22 21%	33 18%	114 27%	83 38%	39 21%	48 34%	111 28%	101 31%
More likely under a Labour government	132 13%	18 8%	58 25%	5 10%	15 14%	11 6%	49 12%	13 6%	39 21%	22 15%	66 16%	42 13%
Equally likely under a government of either party	501 50%	113 49%	105 45%	21 46%	52 48%	108 59%	216 51%	106 48%	96 52%	62 44%	191 48%	162 49%
Don't know	108 11%	12 5%	17 7%	3 6%	18 16%	33 18%	45 11%	20 9%	11 6%	9 6%	33 8%	23 7%
<u>Higher taxes for people like you</u>												
More likely under a Conservative government	265 26%	29 12%	107 46%	11 24%	36 34%	30 16%	104 24%	29 13%	83 45%	43 31%	128 32%	89 27%
More likely under a Labour government	296 29%	132 57%	49 21%	14 30%	29 27%	29 16%	132 31%	114 51%	38 20%	40 29%	137 34%	119 36%
Equally likely under a government of either party	375 37%	62 27%	64 28%	20 44%	40 38%	98 53%	161 38%	71 32%	56 30%	53 38%	125 31%	108 33%
Don't know	68 7%	8 4%	12 5%	1 3%	1 1%	27 15%	28 7%	8 4%	8 5%	4 3%	11 3%	12 4%
<u>Strong economic growth, with more jobs and higher incomes</u>												
More likely under a Conservative government	360 36%	184 80%	24 10%	15 32%	39 36%	51 28%	152 36%	163 74%	30 16%	47 34%	163 41%	129 39%
More likely under a Labour government	211 21%	7 3%	126 54%	4 8%	23 21%	15 8%	77 18%	10 5%	84 45%	25 18%	114 28%	66 20%
Equally likely under a government of either party	365 36%	36 16%	75 32%	23 52%	39 36%	94 51%	165 39%	44 20%	65 35%	63 45%	112 28%	117 36%
Don't know	67 7%	3 1%	9 4%	4 8%	7 6%	23 13%	31 7%	5 2%	7 4%	5 4%	12 3%	15 5%

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Absolutes/col percents

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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
Weighted base	1003	231	233	46	107	184	424	222	185	140	401	328
<u>An increase in the country's borrowing and debt</u>												
More likely under a Conservative government	114 11%	14 6%	41 17%	8 18%	17 16%	9 5%	50 12%	18 8%	31 17%	14 10%	53 13%	45 14%
More likely under a Labour government	420 42%	171 74%	68 29%	18 40%	46 43%	50 27%	165 39%	150 68%	62 34%	68 48%	207 52%	141 43%
Equally likely under a government of either party	410 41%	42 18%	118 50%	18 41%	42 39%	101 55%	184 43%	49 22%	87 47%	55 39%	134 33%	133 41%
Don't know	59 6%	3 1%	7 3%	1 2%	3 3%	24 13%	25 6%	5 2%	5 3%	3 2%	8 2%	8 3%
<u>Lower crime rates</u>												
More likely under a Conservative government	168 17%	79 34%	9 4%	13 29%	26 25%	18 10%	75 18%	70 31%	15 8%	29 21%	74 19%	65 20%
More likely under a Labour government	138 14%	11 5%	66 28%	5 11%	15 14%	17 9%	46 11%	13 6%	52 28%	24 17%	79 20%	34 11%
Equally likely under a government of either party	626 62%	135 58%	146 63%	23 51%	58 54%	127 69%	269 63%	132 59%	111 60%	79 57%	235 58%	209 64%
Don't know	70 7%	6 3%	12 5%	4 8%	9 8%	21 11%	35 8%	7 3%	8 4%	7 5%	13 3%	20 6%
<u>More houses being built</u>												
More likely under a Conservative government	174 17%	75 32%	17 7%	4 8%	25 23%	22 12%	61 14%	71 32%	20 11%	16 11%	88 22%	48 15%
More likely under a Labour government	303 30%	44 19%	130 56%	23 51%	21 19%	24 13%	142 33%	42 19%	98 53%	59 42%	136 34%	127 39%
Equally likely under a government of either party	465 46%	108 47%	80 34%	18 39%	55 51%	116 63%	191 45%	104 47%	63 34%	59 42%	171 43%	137 42%
Don't know	61 6%	4 2%	7 3%	1 3%	7 7%	21 12%	31 7%	6 3%	5 3%	6 4%	7 2%	16 5%

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Table 6

Q5. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?

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	231	233	46	107	184	424	222	185	140	401	328
<u>Effective action to move people from welfare benefits into work</u>												
More likely under a Conservative government	454 45%	182 79%	68 29%	22 48%	55 52%	64 35%	191 45%	171 77%	50 27%	72 52%	205 51%	162 49%
More likely under a Labour government	159 16%	7 3%	81 35%	7 16%	16 15%	13 7%	65 15%	11 5%	58 31%	21 15%	70 18%	58 18%
Equally likely under a government of either party	331 33%	38 16%	76 32%	15 32%	32 30%	85 46%	141 33%	38 17%	75 41%	42 30%	116 29%	94 29%
Don't know	59 6%	4 2%	8 4%	2 4%	4 3%	21 12%	27 6%	1 1%	2 1%	4 3%	9 2%	14 4%
<u>Effective action to tackle tax avoidance by rich individuals and companies</u>												
More likely under a Conservative government	148 15%	51 22%	32 14%	6 13%	19 18%	18 10%	49 12%	61 28%	27 15%	8 5%	80 20%	37 11%
More likely under a Labour government	397 40%	80 35%	134 57%	18 40%	35 32%	47 25%	173 41%	71 32%	104 56%	77 55%	174 43%	151 46%
Equally likely under a government of either party	391 39%	90 39%	62 27%	20 45%	49 46%	90 49%	172 40%	80 36%	53 29%	50 36%	136 34%	131 40%
Don't know	67 7%	10 4%	5 2%	1 3%	4 4%	29 16%	31 7%	10 4%	1 *	5 3%	11 3%	10 3%
<u>Improvements in the NHS</u>												
More likely under a Conservative government	133 13%	83 36%	1 1%	5 11%	15 14%	13 7%	38 9%	75 34%	2 1%	9 6%	75 19%	33 10%
More likely under a Labour government	372 37%	31 14%	158 68%	25 54%	33 31%	44 24%	169 40%	37 17%	119 64%	76 54%	163 41%	142 43%
Equally likely under a government of either party	431 43%	105 45%	68 29%	14 32%	54 50%	104 57%	189 44%	103 46%	61 33%	49 35%	151 38%	135 41%
Don't know	67 7%	12 5%	6 3%	1 3%	6 6%	22 12%	29 7%	7 3%	3 2%	6 4%	12 3%	18 5%

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Table 6

Q5. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or whether you think they are equally likely under a government of either party?

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	231	233	46	107	184	424	222	185	140	401	328
Higher standards in schools												
More likely under a Conservative government	221 22%	119 51%	11 5%	11 24%	20 19%	34 19%	78 18%	102 46%	12 6%	22 16%	110 27%	63 19%
More likely under a Labour government	229 23%	16 7%	114 49%	8 17%	20 18%	21 12%	99 23%	8 4%	83 45%	43 31%	108 27%	85 26%
Equally likely under a government of either party	479 48%	88 38%	100 43%	21 45%	59 55%	106 58%	215 51%	104 47%	85 46%	61 43%	169 42%	158 48%
Don't know	74 7%	8 3%	9 4%	6 13%	8 8%	22 12%	33 8%	8 4%	5 3%	13 10%	15 4%	22 7%
Higher standard of living for you and your family												
More likely under a Conservative government	262 26%	159 69%	15 7%	9 20%	29 27%	26 14%	98 23%	142 64%	19 10%	27 19%	140 35%	87 27%
More likely under a Labour government	258 26%	12 5%	144 62%	11 23%	23 22%	21 12%	107 25%	16 7%	101 54%	42 30%	129 32%	92 28%
Equally likely under a government of either party	399 40%	54 23%	62 27%	23 51%	44 41%	106 58%	184 43%	55 25%	61 33%	60 43%	112 28%	132 40%
Don't know	84 8%	6 3%	11 5%	2 5%	11 10%	30 17%	35 8%	10 4%	5 3%	10 7%	20 5%	17 5%

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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	1003	1003
Weighted base	1003	1003
Yes	606 60%	612 61%
No	397 40%	391 39%

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Absolutes/col percents

Table 8
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	622 62%	652 65%
Owned outright - without mortgage	305 30%	331 33%
Owned with a mortgage or loan	317 32%	321 32%
NET: Renters	350 35%	327 33%
Rented from the council	99 10%	141 14%
Rented from a housing association	82 8%	58 6%
Rented from someone else	169 17%	128 13%
Rent free	31 3%	24 2%

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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
None	218 22%	211 21%
1	398 40%	421 42%
2	271 27%	281 28%
3+	116 12%	90 9%
Mean	1.41	1.36
Standard deviation	1.66	1.58
Standard error	0.05	0.05

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Absolutes/col percents

Table 10
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	470 47%	441 44%
Working part time - working between 8 and 29 hours per week	136 14%	120 12%
NET: Not Working	397 40%	442 44%
Not working but seeking work or temporarily unemployed or sick	62 6%	77 8%
Not working and not seeking work/ student	67 7%	84 8%
Retired on a state pension only	97 10%	98 10%
Retired with a private pension	137 14%	143 14%
House person, housewife, househusband, etc.	34 3%	40 4%

Ashcroft National Poll
CATI Fieldwork : 27th February - 1st March 2015

Absolutes/col percents

Table 11
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: AB	406 40%	268 27%
A	121 12%	82 8%
B	285 28%	186 19%
C1	192 19%	278 28%
C2	162 16%	218 22%
D	106 11%	106 11%
E	137 14%	133 13%
NET: DE	243 24%	238 24%

Ashcroft National Poll
CATI Fieldwork : 27th February - 1st March 2015

Absolutes/col percents

Table 12

Age
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
18-24	86 9%	119 12%
25-34	159 16%	169 17%
35-44	165 16%	169 17%
45-54	202 20%	179 18%
55-64	176 18%	149 15%
65 or older	215 21%	219 22%
Average age	48.39	47.02

Ashcroft National Poll
CATI Fieldwork : 27th February - 1st March 2015

Absolutes/col percents

Table 13
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Male	481 48%	491 49%
Female	522 52%	512 51%

Ashcroft National Poll
CATI Fieldwork : 27th February - 1st March 2015

Absolutes/col percents

Table 14
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
Scotland	85 8%	90 9%
North East	37 4%	40 4%
North West	117 12%	110 11%
Yorkshire & Humberside	86 9%	90 9%
West Midlands	85 8%	90 9%
East Midlands	67 7%	70 7%
Wales	45 4%	50 5%
Eastern	97 10%	100 10%
London	137 14%	130 13%
South East	151 15%	140 14%
South West	96 10%	90 9%

Ashcroft National Poll
CATI Fieldwork : 27th February - 1st March 2015

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	1003	1003
Weighted base	1003	1003
Conservative	231 23%	222 22%
Labour	204 20%	185 18%
Liberal Democrat	113 11%	140 14%
Another party	81 8%	60 6%
Didn't vote	265 26%	295 29%
Refused	65 6%	59 6%
Don't know	44 4%	43 4%