

Ashcroft National Poll

CATI Fieldwork : 13th - 15th 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	1002	522	480	89	155	160	194	165	239	404	222	140	236	279	259	234	143	87	863	
Weighted base	1002	490	512	118	172	169	177	147	218	272	276	218	237	271	261	239	141	90	863	
Absolutely certain to vote	(10)	556 56%	276 56%	280 55%	49 42%	58 34%	85 50%	115 65%	91 62%	158 72%	172 63%	157 57%	116 54%	110 47%	147 54%	134 51%	136 57%	69 49%	70 78%	465 54%
	(9)	62 6%	35 7%	26 5%	11 9%	19 11%	8 5%	6 3%	9 6%	9 4%	24 9%	10 4%	13 6%	15 6%	25 9%	15 6%	13 5%	6 4%	2 3%	57 7%
	(8)	67 7%	33 7%	33 7%	7 6%	20 12%	12 7%	8 5%	6 4%	14 6%	20 7%	14 5%	16 8%	16 7%	17 6%	18 7%	18 8%	10 7%	2 3%	58 7%
	(7)	41 4%	20 4%	22 4%	7 6%	9 5%	10 6%	5 3%	6 4%	5 2%	11 4%	16 6%	7 3%	8 3%	10 4%	13 5%	6 3%	9 6%	3 3%	35 4%
	(6)	22 2%	9 2%	13 3%	3 3%	5 3%	4 2%	1 1%	6 4%	2 1%	5 2%	8 3%	6 3%	3 1%	12 5%	3 1%	1 *	3 2%	2 2%	20 2%
	(5)	81 8%	28 6%	53 10%	9 8%	21 12%	22 13%	15 8%	6 4%	7 3%	17 6%	22 8%	22 10%	21 9%	23 8%	19 7%	17 7%	18 13%	5 6%	73 8%
	(4)	10 1%	5 1%	6 1%	- -	3 2%	1 1%	3 2%	3 2%	- -	2 1%	1 *	2 1%	6 2%	1 *	4 2%	5 2%	- -	- -	10 1%
	(3)	25 3%	9 2%	16 3%	5 4%	7 4%	3 2%	7 4%	1 1%	1 1%	5 2%	6 2%	9 4%	5 2%	6 2%	5 2%	9 4%	4 3%	1 1%	21 2%
	(2)	16 2%	9 2%	7 1%	7 6%	3 2%	1 *	1 1%	3 2%	2 1%	2 1%	9 3%	4 2%	2 1%	6 2%	4 2%	2 1%	3 2%	1 2%	13 2%
Definitely would not vote	(1)	120 12%	65 13%	54 11%	19 16%	26 15%	22 13%	15 9%	17 12%	20 9%	14 5%	33 12%	22 10%	50 21%	24 9%	43 17%	31 13%	18 13%	3 3%	110 13%
Refused		1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *
Don't know		1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *
Mean		7.74	7.78	7.71	6.84	6.87	7.49	8.12	8.00	8.64	8.57	7.68	7.68	6.93	7.92	7.37	7.72	7.37	8.99	7.65
Standard deviation		3.21	3.28	3.15	3.57	3.30	3.22	3.04	3.17	2.80	2.52	3.28	3.16	3.66	3.01	3.47	3.30	3.28	2.28	3.26
Standard error		0.10	0.14	0.14	0.38	0.27	0.25	0.22	0.25	0.18	0.13	0.22	0.27	0.24	0.18	0.22	0.22	0.28	0.24	0.11

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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	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1002	211	222	57	117	179	383	224	217	125	438	276
Weighted base		1002	205	202	58	119	186	396	218	182	137	415	282
Absolutely certain to vote	(10)	556	144	133	32	73	100	187	174	128	90	312	144
		56%	70%	66%	55%	61%	54%	47%	80%	70%	66%	75%	51%
	(9)	62	15	15	6	6	10	33	16	13	14	24	28
		6%	7%	7%	11%	5%	5%	8%	7%	7%	10%	6%	10%
	(8)	67	10	17	7	12	13	36	7	11	14	27	26
		7%	5%	9%	13%	10%	7%	9%	3%	6%	10%	7%	9%
	(7)	41	13	8	2	4	6	27	5	6	4	15	21
		4%	7%	4%	4%	3%	3%	7%	2%	4%	3%	4%	7%
	(6)	22	8	3	-	3	7	13	3	6	2	9	6
		2%	4%	1%	-	2%	4%	3%	1%	3%	1%	2%	2%
	(5)	81	7	16	6	13	33	62	10	9	5	16	32
		8%	3%	8%	11%	11%	18%	16%	4%	5%	3%	4%	12%
	(4)	10	-	2	-	2	3	8	1	2	-	2	5
		1%	-	1%	-	2%	1%	2%	*	1%	-	1%	2%
	(3)	25	8	7	1	5	3	17	2	*	3	8	14
		3%	4%	3%	1%	4%	2%	4%	1%	*	2%	2%	5%
	(2)	16	-	1	3	1	9	12	-	1	3	3	4
		2%	-	*	5%	1%	5%	3%	-	*	2%	1%	1%
Definitely would not vote	(1)	120	-	-	-	-	-	-	1	5	4	-	-
		12%	-	-	-	-	-	-	*	3%	3%	-	-
Refused		1	-	-	-	-	1	-	-	-	-	-	-
		*	-	-	-	-	*	-	-	-	-	-	-
Don't know		1	-	-	-	-	1	1	-	-	-	-	-
		*	-	-	-	-	1%	*	-	-	-	-	-
Mean		7.74	9.05	8.84	8.44	8.51	8.06	7.95	9.41	8.95	8.87	9.20	8.25
Standard deviation		3.21	1.80	2.01	2.35	2.26	2.55	2.47	1.48	2.10	2.20	1.71	2.32
Standard error		0.10	0.12	0.13	0.31	0.21	0.19	0.13	0.10	0.14	0.20	0.08	0.14

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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	1002	522	480	89	155	160	194	165	239	404	222	140	236	279	259	234	143	87	863
Weighted base	1002	490	512	118	172	169	177	147	218	272	276	218	237	271	261	239	141	90	863
Conservative	205 20%	111 23%	94 18%	22 19%	28 16%	30 18%	36 21%	25 17%	63 29%	71 26%	56 20%	50 23%	29 12%	57 21%	58 22%	48 20%	31 22%	11 13%	188 22%
Labour	202 20%	98 20%	104 20%	27 22%	30 18%	35 21%	42 23%	32 22%	37 17%	62 23%	53 19%	34 16%	53 22%	55 20%	47 18%	58 24%	25 17%	18 20%	170 20%
Liberal Democrat	58 6%	27 6%	31 6%	1 1%	21 12%	11 7%	9 5%	7 5%	8 4%	22 8%	17 6%	10 4%	9 4%	21 8%	12 5%	11 5%	9 6%	6 7%	50 6%
SNP	31 3%	14 3%	17 3%	6 5%	3 2%	6 4%	2 1%	9 6%	6 3%	7 3%	8 3%	7 3%	8 4%	-	-	-	-	31 35%	-
Plaid Cymru	3 *	3 1%	-	-	-	1 *	* *	-	2 1%	2 1%	-	2 1%	-	-	-	-	3 2%	-	-
The UK Independence Party	119 12%	64 13%	55 11%	5 5%	18 10%	24 14%	25 14%	22 15%	25 12%	26 10%	31 11%	28 13%	35 15%	39 14%	28 11%	34 14%	16 11%	3 3%	109 13%
The Green Party	54 5%	28 6%	27 5%	17 15%	14 8%	11 6%	5 3%	4 3%	4 2%	18 6%	17 6%	13 6%	7 3%	22 8%	13 5%	12 5%	6 4%	2 2%	51 6%
The British National Party	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	-	-	1 *
Another party	23 2%	12 3%	10 2%	1 1%	6 3%	2 1%	6 4%	5 4%	3 1%	1 1%	7 2%	11 5%	3 1%	7 3%	1 *	11 4%	2 1%	1 2%	20 2%
Would not vote	120 12%	65 13%	54 11%	19 16%	26 15%	22 13%	15 9%	17 12%	20 9%	14 5%	33 12%	22 10%	50 21%	24 9%	43 17%	31 13%	18 13%	3 3%	110 13%
Refused	71 7%	27 6%	44 9%	4 3%	3 2%	6 4%	17 10%	12 8%	28 13%	20 7%	18 6%	17 8%	16 7%	15 6%	25 10%	14 6%	12 8%	5 5%	64 7%
Don't know	115 11%	39 8%	76 15%	15 13%	23 14%	20 12%	20 11%	14 10%	22 10%	29 11%	38 14%	25 11%	24 10%	31 11%	34 13%	21 9%	19 14%	10 11%	101 12%

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Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	211	222	57	117	179	383	224	217	125	438	276
Weighted base	1002	205	202	58	119	186	396	218	182	137	415	282
Conservative	205 20%	205 100%	-	-	-	-	73 18%	137 63%	10 5%	13 9%	133 32%	73 26%
Labour	202 20%	-	202 100%	-	-	-	65 16%	4 2%	125 69%	26 19%	137 33%	65 23%
Liberal Democrat	58 6%	-	-	58 100%	-	-	38 10%	3 1%	2 1%	38 27%	20 5%	38 13%
SNP	31 3%	-	-	-	-	-	8 2%	2 1%	3 2%	6 4%	23 6%	8 3%
Plaid Cymru	3 *	-	-	-	-	-	* -	-	1 *	-	3 1%	* -
The UK Independence Party	119 12%	-	-	-	119 100%	-	49 12%	37 17%	8 5%	9 7%	70 17%	49 17%
The Green Party	54 5%	-	-	-	-	-	33 8%	6 3%	8 5%	18 13%	22 5%	33 12%
The British National Party	1 *	-	-	-	-	-	1 *	-	-	-	-	1 *
Another party	23 2%	-	-	-	-	-	15 4%	2 1%	3 1%	1 1%	8 2%	15 5%
Would not vote	120 12%	-	-	-	-	-	-	1 *	5 3%	4 3%	-	-
Refused	71 7%	-	-	-	-	71 38%	-	5 2%	2 1%	5 4%	-	-
Don't know	115 11%	-	-	-	-	115 62%	115 29%	21 10%	15 8%	17 12%	-	-

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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	532	293	239	43	71	85	106	93	134	239	115	71	107	153	127	130	68	54	452
Weighted base	511	268	243	57	75	85	92	78	122	160	138	107	106	143	119	126	64	59	429
Conservative	157 31%	86 32%	71 29%	16 27%	18 23%	22 26%	29 32%	20 26%	52 42%	56 35%	43 31%	34 32%	23 21%	44 31%	47 39%	35 28%	21 33%	10 17%	144 34%
Labour	149 29%	74 27%	75 31%	20 36%	19 26%	24 28%	30 32%	24 31%	31 25%	47 30%	38 27%	26 24%	38 36%	37 26%	34 29%	44 35%	18 28%	15 25%	124 29%
Liberal Democrat	40 8%	18 7%	22 9%	1 2%	12 16%	9 10%	7 7%	6 8%	5 4%	17 11%	11 8%	6 5%	6 6%	13 9%	9 8%	9 7%	4 7%	5 9%	33 8%
SNP	26 5%	12 5%	14 6%	5 9%	2 2%	5 6%	1 2%	8 10%	5 4%	6 4%	6 5%	7 6%	7 7%	- -	- -	- -	- -	26 44%	- -
Plaid Cymru	3 1%	3 1%	- -	- -	- -	1 1%	* *	- -	2 2%	1 1%	- -	1 1%	- -	- -	- -	- -	3 4%	- -	- -
The UK Independence Party	82 16%	47 17%	35 15%	2 4%	11 15%	16 19%	18 19%	14 18%	21 17%	18 11%	22 16%	18 16%	25 24%	28 20%	18 15%	24 19%	11 17%	1 2%	76 18%
The Green Party	42 8%	19 7%	22 9%	12 21%	12 15%	8 10%	3 4%	3 4%	3 3%	14 9%	13 9%	10 9%	4 4%	17 12%	9 8%	9 7%	5 7%	2 3%	39 9%
The British National Party	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 *
Another party	13 3%	9 4%	3 1%	1 1%	2 3%	1 1%	4 4%	3 4%	2 2%	* *	4 3%	6 5%	2 2%	4 3%	1 1%	6 5%	2 3%	* *	11 3%

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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 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	532	164	165	41	82	-	188	164	156	83	344	188
Weighted base	511	157	149	40	82	-	184	160	125	91	327	184
Conservative	157	157	-	-	-	-	47	115	7	11	110	47
	31%	100%	-	-	-	-	25%	72%	6%	12%	34%	25%
Labour	149	-	149	-	-	-	44	3	98	22	105	44
	29%	-	100%	-	-	-	24%	2%	78%	24%	32%	24%
Liberal Democrat	40	-	-	40	-	-	25	3	2	28	15	25
	8%	-	-	100%	-	-	14%	2%	1%	31%	4%	14%
SNP	26	-	-	-	-	-	7	2	3	5	19	7
	5%	-	-	-	-	-	4%	1%	2%	6%	6%	4%
Plaid Cymru	3	-	-	-	-	-	*	-	1	-	2	*
	1%	-	-	-	-	-	*	-	*	-	1%	*
The UK Independence Party	82	-	-	-	82	-	30	31	7	8	52	30
	16%	-	-	-	100%	-	17%	19%	5%	9%	16%	17%
The Green Party	42	-	-	-	-	-	24	5	7	15	18	24
	8%	-	-	-	-	-	13%	3%	5%	17%	5%	13%
The British National Party	1	-	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	*	-	-	-	-	*
Another party	13	-	-	-	-	-	6	*	2	1	6	6
	3%	-	-	-	-	-	3%	*	2%	1%	2%	3%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	31%
Labour	29%
Liberal Democrat/ Liberal	8%
Scottish National Party/SNP	5%
Plaid Cymru	1%
The UK Independence Party	15%
The Green Party	8%
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	714	388	326	61	110	119	142	119	163	312	154	100	148	210	167	173	95	69	608
Weighted base	697	358	338	80	119	120	125	104	148	209	188	154	146	201	158	173	92	73	589
Will definitely vote that way	415 60%	234 65%	181 54%	38 47%	50 42%	64 53%	80 64%	69 67%	115 77%	114 55%	110 59%	99 65%	92 63%	112 56%	85 54%	101 58%	65 71%	52 72%	339 58%
Might end up voting differently	282 40%	124 35%	157 46%	42 53%	69 58%	57 47%	45 36%	34 33%	34 23%	95 45%	78 41%	55 35%	54 37%	89 44%	73 46%	72 42%	27 29%	21 28%	250 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	714	211	222	57	117	-	276	195	197	101	438	276
Weighted base	697	205	202	58	119	-	282	191	160	111	415	282
Will definitely vote that way	415	133	137	20	70	-	-	142	109	47	415	-
	60%	65%	68%	35%	59%	-	-	74%	68%	42%	100%	-
Might end up voting differently	282	73	65	38	49	-	282	49	51	64	-	282
	40%	35%	32%	65%	41%	-	100%	26%	32%	58%	-	100%

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Table 6
Q5. Which of the following do you think is the most important issue facing Britain as a whole?
- Summary
Base: All respondents

	Q5. Summary			
	NET: Top Three Mentions	First Mention	Second Mention	Third Mention
Unweighted base	1002	1002	1002	1002
Weighted base	1002	1002	1002	1002
Getting the economy growing and creating jobs	560 56%	253 25%	164 16%	142 14%
Cutting the deficit and the debt	203 20%	45 5%	74 7%	84 8%
Improving the NHS	643 64%	225 22%	257 26%	160 16%
Improving schools	348 35%	67 7%	136 14%	144 14%
Protecting the environment	166 17%	31 3%	55 5%	80 8%
Dealing with crime	182 18%	28 3%	66 7%	87 9%
Defending Britain's interests in Europe	102 10%	24 2%	32 3%	46 5%
Reforming welfare to cut benefit dependency	212 21%	52 5%	66 7%	94 9%
Controlling immigration	419 42%	219 22%	109 11%	91 9%
Something else	77 8%	41 4%	18 2%	31 3%
None/ Don't know	15 2%	15 2%	24 2%	43 4%

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Table 7
Q5. Which of the following do you think is the most important issue facing Britain as a whole?
- NET: Top Three Mentions
Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1002	522	480	89	155	160	194	165	239	404	222	140	236	279	259	234	143	87	863
Weighted base	1002	490	512	118	172	169	177	147	218	272	276	218	237	271	261	239	141	90	863
Improving the NHS	643	281	362	74	94	106	127	94	149	166	173	137	168	171	156	146	109	61	544
	64%	57%	71%	62%	54%	63%	71%	64%	68%	61%	63%	63%	71%	63%	60%	61%	77%	68%	63%
Getting the economy growing and creating jobs	560	291	269	78	104	89	106	83	99	164	167	116	112	152	142	140	64	63	473
	56%	59%	53%	66%	61%	53%	60%	57%	45%	60%	61%	54%	47%	56%	54%	58%	45%	70%	55%
Controlling immigration	419	218	201	22	51	67	86	77	115	86	102	109	122	93	107	130	61	27	366
	42%	45%	39%	19%	30%	40%	48%	52%	53%	31%	37%	50%	52%	34%	41%	54%	43%	30%	42%
Improving schools	348	145	202	63	80	73	41	39	51	107	106	70	65	102	90	79	52	24	305
	35%	30%	40%	54%	47%	43%	23%	26%	23%	39%	38%	32%	28%	38%	35%	33%	37%	27%	35%
Reforming welfare to cut benefit dependency	212	90	122	23	48	46	32	28	34	61	55	50	45	58	57	45	32	20	181
	21%	18%	24%	20%	28%	27%	18%	19%	16%	23%	20%	23%	19%	21%	22%	19%	23%	23%	21%
Cutting the deficit and the debt	203	102	100	18	33	37	44	32	38	66	65	43	29	59	63	38	21	21	175
	20%	21%	20%	15%	19%	22%	25%	22%	18%	24%	23%	20%	12%	22%	24%	16%	15%	24%	20%
Dealing with crime	182	81	100	20	23	30	34	28	48	34	54	24	70	54	49	41	22	15	158
	18%	17%	20%	17%	13%	18%	19%	19%	22%	13%	20%	11%	29%	20%	19%	17%	16%	17%	18%
Protecting the environment	166	72	94	29	29	27	27	21	34	53	39	37	37	50	44	38	21	14	146
	17%	15%	18%	25%	17%	16%	15%	14%	16%	20%	14%	17%	16%	19%	17%	16%	15%	15%	17%
Defending Britain's interests in Europe	102	74	27	9	16	10	15	22	29	30	19	36	16	25	27	31	14	5	93
	10%	15%	5%	8%	10%	6%	8%	15%	13%	11%	7%	16%	7%	9%	10%	13%	10%	6%	11%
Something else	77	55	22	11	16	10	11	11	18	28	18	18	15	23	24	11	8	12	64
	8%	11%	4%	10%	9%	6%	6%	7%	8%	10%	6%	8%	6%	9%	9%	4%	6%	13%	7%
None/ Don't know	15	10	5	1	5	2	2	-	5	2	7	2	4	8	3	1	4	-	15
	2%	2%	1%	1%	3%	1%	1%	-	2%	1%	3%	1%	2%	3%	1%	*	3%	-	2%

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Absolutes/col percents

Table 7
Q5. Which of the following do you think is the most important issue facing Britain as a whole?
- NET: Top Three Mentions
Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	211	222	57	117	179	383	224	217	125	438	276
Weighted base	1002	205	202	58	119	186	396	218	182	137	415	282
Improving the NHS	643	114	154	42	73	116	257	113	129	88	269	188
	64%	56%	76%	72%	61%	62%	65%	52%	71%	64%	65%	67%
Getting the economy growing and creating jobs	560	118	130	40	51	106	237	117	114	99	239	167
	56%	58%	64%	69%	43%	57%	60%	54%	63%	72%	58%	59%
Controlling immigration	419	93	75	12	93	72	157	116	68	31	178	116
	42%	45%	37%	21%	78%	39%	40%	53%	38%	23%	43%	41%
Improving schools	348	58	94	24	35	58	143	65	72	48	142	103
	35%	28%	47%	41%	29%	31%	36%	30%	39%	35%	34%	36%
Reforming welfare to cut benefit dependency	212	57	24	17	28	39	81	54	29	28	85	65
	21%	28%	12%	29%	23%	21%	20%	25%	16%	20%	20%	23%
Cutting the deficit and the debt	203	64	23	13	23	42	85	67	33	27	87	59
	20%	31%	12%	22%	20%	23%	22%	31%	18%	20%	21%	21%
Dealing with crime	182	34	37	1	20	43	68	34	31	20	64	40
	18%	16%	18%	2%	17%	23%	17%	16%	17%	15%	16%	14%
Protecting the environment	166	18	26	16	9	28	63	22	25	39	65	48
	17%	9%	13%	28%	8%	15%	16%	10%	14%	29%	16%	17%
Defending Britain's interests in Europe	102	31	16	6	14	18	44	36	16	13	47	31
	10%	15%	8%	11%	11%	10%	11%	16%	9%	9%	11%	11%
Something else	77	19	15	2	6	12	23	14	15	11	41	13
	8%	9%	7%	4%	5%	6%	6%	7%	8%	8%	10%	5%
None/ Don't know	15	-	2	-	1	5	5	3	2	-	2	2
	2%	-	1%	-	*	3%	1%	1%	1%	-	1%	1%

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Absolutes/col percents

Table 8

Q5. Which of the following do you think is the most important issue facing Britain as a whole?

- First Mention

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1002	522	480	89	155	160	194	165	239	404	222	140	236	279	259	234	143	87	863
Weighted base	1002	490	512	118	172	169	177	147	218	272	276	218	237	271	261	239	141	90	863
Getting the economy growing and creating jobs	253 25%	144 29%	109 21%	42 35%	50 29%	40 24%	54 30%	33 22%	36 16%	88 32%	85 31%	47 22%	34 14%	66 24%	65 25%	57 24%	31 22%	35 39%	205 24%
Improving the NHS	225 22%	90 18%	136 27%	33 28%	20 12%	31 18%	39 22%	40 27%	63 29%	46 17%	54 20%	56 26%	69 29%	53 19%	63 24%	54 23%	37 26%	19 21%	196 23%
Controlling immigration	219 22%	112 23%	107 21%	4 3%	28 16%	31 18%	44 25%	42 28%	70 32%	34 12%	57 21%	54 25%	74 31%	56 21%	56 22%	62 26%	31 22%	13 14%	190 22%
Improving schools	67 7%	21 4%	46 9%	14 12%	19 11%	14 8%	7 4%	7 5%	6 3%	23 8%	17 6%	15 7%	12 5%	22 8%	16 6%	13 6%	10 7%	5 5%	60 7%
Reforming welfare to cut benefit dependency	52 5%	26 5%	26 5%	4 3%	15 9%	13 8%	8 5%	6 4%	6 3%	13 5%	10 4%	17 8%	11 5%	12 4%	14 6%	13 6%	7 5%	5 5%	46 5%
Cutting the deficit and the debt	45 5%	21 4%	25 5%	3 2%	7 4%	10 6%	7 4%	5 4%	13 6%	19 7%	15 6%	5 2%	5 2%	12 4%	13 5%	10 4%	9 6%	1 1%	42 5%
Protecting the environment	31 3%	12 2%	20 4%	5 5%	6 3%	9 5%	6 3%	4 3%	1 1%	13 5%	6 2%	4 2%	9 4%	11 4%	7 2%	7 3%	3 2%	3 3%	27 3%
Dealing with crime	28 3%	13 3%	15 3%	4 3%	6 4%	6 4%	1 *	5 3%	6 3%	5 2%	8 3%	3 2%	12 5%	12 4%	7 3%	6 3%	2 1%	1 1%	26 3%
Defending Britain's interests in Europe	24 2%	16 3%	8 2%	1 *	2 1%	7 4%	3 2%	5 3%	7 3%	10 4%	4 1%	7 3%	3 1%	6 2%	5 2%	9 4%	4 3%	1 1%	24 3%
Something else	41 4%	26 5%	16 3%	8 7%	14 8%	7 4%	5 3%	1 1%	6 3%	19 7%	11 4%	8 4%	3 1%	13 5%	11 4%	6 2%	4 3%	8 8%	32 4%
None/ Don't know	15 2%	10 2%	5 1%	1 1%	5 3%	2 1%	2 1%	-	5 2%	2 1%	7 3%	2 1%	4 2%	8 3%	3 1%	1 *	4 3%	-	15 2%

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Table 8

Q5. Which of the following do you think is the most important issue facing Britain as a whole?

- First Mention

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	211	222	57	117	179	383	224	217	125	438	276
Weighted base	1002	205	202	58	119	186	396	218	182	137	415	282
Getting the economy growing and creating jobs	253 25%	61 30%	68 34%	21 36%	12 10%	51 27%	118 30%	55 25%	52 28%	46 34%	112 27%	78 28%
Improving the NHS	225 22%	28 14%	55 27%	13 22%	17 14%	53 28%	82 21%	20 9%	56 31%	28 20%	77 19%	61 22%
Controlling immigration	219 22%	49 24%	26 13%	2 3%	73 61%	28 15%	78 20%	74 34%	25 14%	11 8%	98 24%	63 22%
Improving schools	67 7%	10 5%	20 10%	5 9%	1 1%	13 7%	36 9%	9 4%	15 8%	14 10%	23 6%	26 9%
Reforming welfare to cut benefit dependency	52 5%	17 8%	6 3%	4 7%	4 3%	9 5%	18 5%	13 6%	8 5%	12 8%	23 5%	14 5%
Cutting the deficit and the debt	45 5%	17 8%	2 1%	6 11%	2 2%	11 6%	17 4%	21 10%	3 2%	7 5%	22 5%	8 3%
Protecting the environment	31 3%	-	5 2%	4 7%	1 1%	1 1%	8 2%	3 1%	7 4%	8 6%	16 4%	8 3%
Dealing with crime	28 3%	5 2%	8 4%	-	1 1%	6 3%	6 2%	5 2%	5 3%	3 2%	12 3%	3 1%
Defending Britain's interests in Europe	24 2%	7 3%	4 2%	* 1%	5 4%	5 3%	14 3%	10 4%	2 1%	4 3%	9 2%	9 3%
Something else	41 4%	12 6%	6 3%	2 4%	3 2%	5 3%	14 3%	6 3%	7 4%	5 4%	21 5%	11 4%
None/ Don't know	15 2%	-	2 1%	-	1 *	5 3%	5 1%	3 1%	2 1%	-	2 1%	2 1%

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Absolutes/col percents

Table 9
Q5. Which of the following do you think is the most important issue facing Britain as a whole?
- Second Mention
Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1002	522	480	89	155	160	194	165	239	404	222	140	236	279	259	234	143	87	863
Weighted base	1002	490	512	118	172	169	177	147	218	272	276	218	237	271	261	239	141	90	863
Improving the NHS	257 26%	110 22%	148 29%	18 15%	43 25%	49 29%	52 29%	37 25%	59 27%	77 28%	71 26%	46 21%	64 27%	84 31%	60 23%	49 20%	43 31%	22 25%	219 25%
Getting the economy growing and creating jobs	164 16%	77 16%	87 17%	20 17%	35 20%	29 17%	27 15%	28 19%	27 12%	40 15%	40 15%	41 19%	43 18%	44 16%	30 11%	56 23%	15 11%	19 21%	139 16%
Improving schools	136 14%	66 13%	70 14%	26 22%	32 18%	24 14%	19 11%	18 12%	18 8%	35 13%	48 17%	28 13%	26 11%	32 12%	44 17%	28 12%	23 16%	9 10%	117 14%
Controlling immigration	109 11%	55 11%	54 11%	9 8%	13 7%	18 11%	24 13%	19 13%	26 12%	31 12%	26 9%	26 12%	26 11%	14 5%	32 12%	37 16%	16 11%	10 11%	94 11%
Cutting the deficit and the debt	74 7%	40 8%	33 7%	9 8%	9 5%	13 8%	15 9%	14 10%	13 6%	22 8%	26 9%	14 7%	11 5%	27 10%	21 8%	10 4%	4 3%	12 13%	62 7%
Dealing with crime	66 7%	30 6%	36 7%	8 7%	6 3%	10 6%	16 9%	9 6%	18 8%	14 5%	15 6%	9 4%	28 12%	17 6%	19 7%	17 7%	9 7%	4 5%	59 7%
Reforming welfare to cut benefit dependency	66 7%	25 5%	42 8%	8 7%	13 7%	16 9%	8 5%	6 4%	15 7%	22 8%	22 8%	13 6%	9 4%	23 8%	16 6%	10 4%	9 7%	7 8%	55 6%
Protecting the environment	55 5%	29 6%	26 5%	14 11%	11 7%	4 2%	6 4%	4 3%	16 7%	14 5%	8 3%	21 10%	12 5%	14 5%	13 5%	14 6%	12 8%	2 2%	53 6%
Defending Britain's interests in Europe	32 3%	28 6%	4 1%	3 2%	3 2%	2 1%	6 3%	7 5%	12 5%	7 2%	8 3%	14 6%	4 2%	5 2%	11 4%	11 4%	5 3%	1 1%	29 3%
Something else	18 2%	14 3%	4 1%	3 3%	2 1%	2 1%	2 1%	4 2%	4 2%	6 2%	5 2%	2 1%	5 2%	3 1%	11 4%	2 1%	- -	2 2%	16 2%
None/ Don't know	24 2%	16 3%	8 1%	1 1%	5 3%	3 2%	3 2%	1 1%	11 5%	5 2%	8 3%	3 1%	8 3%	8 3%	4 1%	5 2%	6 4%	2 2%	21 2%

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Table 9

Q5. Which of the following do you think is the most important issue facing Britain as a whole?

- Second Mention

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	211	222	57	117	179	383	224	217	125	438	276
Weighted base	1002	205	202	58	119	186	396	218	182	137	415	282
Improving the NHS	257 26%	50 25%	63 31%	18 30%	35 29%	41 22%	112 28%	53 24%	46 25%	39 29%	116 28%	80 29%
Getting the economy growing and creating jobs	164 16%	35 17%	32 16%	15 25%	20 17%	28 15%	70 18%	36 16%	30 16%	29 21%	64 15%	57 20%
Improving schools	136 14%	15 7%	47 23%	8 14%	10 8%	28 15%	47 12%	23 11%	27 15%	14 10%	57 14%	31 11%
Controlling immigration	109 11%	25 12%	21 10%	7 12%	16 13%	21 11%	44 11%	22 10%	26 14%	14 10%	45 11%	28 10%
Cutting the deficit and the debt	74 7%	22 11%	5 3%	3 5%	8 7%	17 9%	36 9%	22 10%	10 5%	12 8%	24 6%	27 10%
Dealing with crime	66 7%	14 7%	9 5%	1 1%	9 8%	17 9%	26 7%	10 5%	16 9%	4 3%	22 5%	14 5%
Reforming welfare to cut benefit dependency	66 7%	18 9%	9 4%	2 4%	11 9%	9 5%	23 6%	22 10%	8 4%	5 4%	29 7%	19 7%
Protecting the environment	55 5%	8 4%	8 4%	3 4%	2 2%	12 6%	21 5%	9 4%	8 4%	13 9%	20 5%	16 6%
Defending Britain's interests in Europe	32 3%	13 7%	2 1%	3 5%	6 5%	3 2%	5 1%	13 6%	6 3%	1 1%	25 6%	3 1%
Something else	18 2%	4 2%	4 2%	- -	1 1%	3 1%	5 1%	3 2%	3 2%	4 3%	8 2%	3 1%
None/ Don't know	24 2%	1 1%	2 1%	- -	1 *	8 4%	8 2%	4 2%	3 2%	1 1%	5 1%	3 1%

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Absolutes/col percents

Table 10
Q5. Which of the following do you think is the most important issue facing Britain as a whole?
- Third Mention
Base: All respondents

	Gender			Age						Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1002	522	480	89	155	160	194	165	239	404	222	140	236	279	259	234	143	87	863
Weighted base	1002	490	512	118	172	169	177	147	218	272	276	218	237	271	261	239	141	90	863
Improving the NHS	160 16%	81 17%	79 15%	23 19%	31 18%	27 16%	35 20%	18 12%	27 12%	43 16%	48 17%	35 15%	35 13%	35 13%	33 13%	43 18%	29 20%	21 23%	130 15%
Improving schools	144 14%	58 12%	86 17%	24 20%	29 17%	35 21%	15 8%	14 9%	27 13%	49 18%	41 15%	27 12%	27 11%	48 18%	29 11%	37 16%	20 14%	10 11%	128 15%
Getting the economy growing and creating jobs	142 14%	69 14%	73 14%	17 14%	20 11%	21 12%	26 15%	23 15%	36 16%	37 13%	42 15%	29 13%	35 15%	41 15%	48 18%	27 11%	17 12%	9 10%	129 15%
Reforming welfare to cut benefit dependency	94 9%	39 8%	55 11%	12 10%	20 12%	17 10%	15 9%	16 11%	13 6%	26 9%	23 8%	21 10%	25 10%	23 8%	26 10%	21 9%	15 11%	8 9%	80 9%
Controlling immigration	91 9%	52 11%	39 8%	9 8%	10 6%	18 11%	18 10%	16 11%	19 9%	21 8%	18 6%	29 13%	23 10%	22 8%	19 7%	31 13%	15 10%	4 5%	82 9%
Dealing with crime	87 9%	39 8%	49 10%	8 7%	11 6%	13 8%	18 10%	14 9%	23 11%	16 6%	31 11%	11 5%	30 13%	25 9%	24 9%	18 7%	11 8%	10 11%	73 8%
Cutting the deficit and the debt	84 8%	41 8%	42 8%	6 5%	16 9%	14 9%	22 12%	12 8%	13 6%	25 9%	24 9%	23 11%	12 5%	21 8%	28 11%	18 7%	8 6%	9 10%	71 8%
Protecting the environment	80 8%	31 6%	49 10%	10 9%	11 7%	14 8%	15 8%	13 9%	17 8%	27 10%	25 9%	12 6%	16 7%	25 9%	24 9%	16 7%	6 4%	9 10%	66 8%
Defending Britain's interests in Europe	46 5%	30 6%	15 3%	6 5%	11 6%	2 1%	6 3%	10 7%	11 5%	13 5%	8 3%	15 7%	9 4%	13 5%	11 4%	11 5%	6 4%	4 4%	41 5%
Something else	31 3%	23 5%	8 2%	1 1%	6 4%	2 1%	4 2%	7 5%	11 5%	7 3%	8 3%	9 4%	7 3%	8 3%	10 4%	6 2%	4 3%	3 3%	28 3%
None/ Don't know	43 4%	26 5%	17 3%	3 2%	6 4%	5 3%	3 2%	5 3%	21 10%	9 3%	9 3%	7 3%	18 7%	10 4%	8 3%	12 5%	10 7%	4 4%	37 4%

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Table 10
Q5. Which of the following do you think is the most important issue facing Britain as a whole?
- Third Mention
Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	211	222	57	117	179	383	224	217	125	438	276
Weighted base	1002	205	202	58	119	186	396	218	182	137	415	282
Improving the NHS	160 16%	36 18%	36 18%	11 20%	21 18%	23 12%	63 16%	40 18%	27 15%	21 15%	76 18%	47 17%
Improving schools	144 14%	33 16%	28 14%	11 18%	24 20%	17 9%	60 15%	33 15%	30 16%	20 15%	62 15%	46 16%
Getting the economy growing and creating jobs	142 14%	23 11%	31 15%	4 8%	19 16%	27 15%	49 12%	26 12%	32 18%	24 17%	63 15%	31 11%
Reforming welfare to cut benefit dependency	94 9%	22 11%	9 4%	10 18%	14 12%	21 11%	40 10%	19 9%	13 7%	11 8%	34 8%	32 11%
Controlling immigration	91 9%	19 9%	28 14%	3 6%	4 3%	23 13%	35 9%	20 9%	18 10%	6 5%	34 8%	25 9%
Dealing with crime	87 9%	15 7%	19 10%	1 1%	10 9%	20 11%	36 9%	19 9%	10 6%	13 10%	31 7%	23 8%
Cutting the deficit and the debt	84 8%	24 12%	15 8%	4 6%	13 11%	14 8%	33 8%	24 11%	21 11%	9 6%	41 10%	24 8%
Protecting the environment	80 8%	10 5%	13 6%	10 17%	6 5%	15 8%	34 9%	10 5%	10 5%	18 13%	29 7%	25 9%
Defending Britain's interests in Europe	46 5%	10 5%	10 5%	3 6%	2 2%	10 6%	25 6%	13 6%	8 5%	8 6%	14 3%	19 7%
Something else	31 3%	7 4%	7 3%	- -	4 3%	4 2%	6 2%	7 3%	8 4%	1 1%	18 4%	2 1%
None/ Don't know	43 4%	5 2%	7 3%	1 1%	3 3%	10 6%	15 4%	7 3%	7 4%	5 4%	13 3%	9 3%

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Absolutes/col percents

Table 11
Q6. Which of the following do you think is the most important issue facing you and your family?

- Summary

Base: All respondents

	Q6. Summary			
	NET: Top Three Mentions	First mention	Second mention	Third mention
Unweighted base	1002	1002	1002	1002
Weighted base	1002	1002	1002	1002
Getting the economy growing and creating jobs	533 53%	255 25%	169 17%	109 11%
Cutting the deficit and the debt	169 17%	46 5%	61 6%	63 6%
Improving the NHS	683 68%	267 27%	237 24%	179 18%
Improving schools	372 37%	102 10%	153 15%	116 12%
Protecting the environment	209 21%	41 4%	70 7%	99 10%
Dealing with crime	238 24%	53 5%	79 8%	106 11%
Defending Britain's interests in Europe	94 9%	23 2%	22 2%	49 5%
Reforming welfare to cut benefit dependency	207 21%	53 5%	64 6%	89 9%
Controlling immigration	284 28%	99 10%	83 8%	102 10%
Something else	81 8%	42 4%	26 3%	29 3%
None/ Don't know	21 2%	21 2%	38 4%	61 6%

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Table 12
Q6. Which of the following do you think is the most important issue facing you and your family?
- NET: Top Three Mentions
Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1002	522	480	89	155	160	194	165	239	404	222	140	236	279	259	234	143	87	863
Weighted base	1002	490	512	118	172	169	177	147	218	272	276	218	237	271	261	239	141	90	863
Improving the NHS	683	320	364	85	111	120	125	105	138	176	198	150	159	178	168	160	107	70	574
	68%	65%	71%	72%	64%	71%	70%	72%	63%	65%	72%	69%	67%	66%	64%	67%	76%	78%	66%
Getting the economy growing and creating jobs	533	288	245	72	91	89	99	81	102	162	143	124	104	151	119	138	68	57	452
	53%	59%	48%	61%	53%	53%	56%	55%	47%	60%	52%	57%	44%	56%	46%	58%	48%	64%	52%
Improving schools	372	150	221	51	77	86	64	35	57	119	102	68	83	101	106	79	55	31	320
	37%	31%	43%	44%	45%	51%	36%	24%	26%	44%	37%	31%	35%	37%	41%	33%	39%	34%	37%
Controlling immigration	284	135	149	16	30	37	58	59	83	58	69	66	91	73	79	74	40	17	247
	28%	28%	29%	14%	18%	22%	33%	40%	38%	21%	25%	30%	39%	27%	30%	31%	29%	19%	29%
Dealing with crime	238	108	129	22	47	39	43	30	56	57	58	46	77	67	58	67	30	16	211
	24%	22%	25%	19%	27%	23%	25%	21%	26%	21%	21%	21%	32%	25%	22%	28%	21%	18%	24%
Protecting the environment	209	87	122	34	31	37	33	25	48	63	50	56	41	65	59	37	34	15	185
	21%	18%	24%	29%	18%	22%	19%	17%	22%	23%	18%	26%	17%	24%	23%	15%	24%	17%	21%
Reforming welfare to cut benefit dependency	207	101	106	16	36	44	36	35	40	49	71	42	45	52	62	45	29	18	179
	21%	21%	21%	14%	21%	26%	20%	24%	18%	18%	26%	19%	19%	19%	24%	19%	20%	20%	21%
Cutting the deficit and the debt	169	82	87	26	33	22	32	30	24	51	55	33	30	41	51	40	12	24	141
	17%	17%	17%	22%	19%	13%	18%	21%	11%	19%	20%	15%	13%	15%	20%	17%	9%	27%	16%
Defending Britain's interests in Europe	94	59	35	10	19	9	14	15	26	29	22	20	23	25	30	18	17	4	85
	9%	12%	7%	8%	11%	6%	8%	10%	12%	11%	8%	9%	10%	9%	12%	7%	12%	5%	10%
Something else	81	53	28	8	14	13	14	10	23	26	14	26	16	20	18	19	13	12	66
	8%	11%	6%	7%	8%	8%	8%	7%	11%	10%	5%	12%	7%	7%	7%	8%	9%	14%	8%
None/ Don't know	21	14	7	3	6	-	1	1	9	4	9	3	5	9	4	6	2	-	21
	2%	3%	1%	3%	3%	-	1%	1%	4%	1%	3%	1%	2%	3%	2%	3%	2%	-	2%

Ashcroft National Poll

CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 12
Q6. Which of the following do you think is the most important issue facing you and your family?
- NET: Top Three Mentions
Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	211	222	57	117	179	383	224	217	125	438	276
Weighted base	1002	205	202	58	119	186	396	218	182	137	415	282
Improving the NHS	683 68%	131 64%	159 79%	37 64%	81 68%	125 67%	271 68%	126 58%	139 76%	104 76%	292 70%	200 71%
Getting the economy growing and creating jobs	533 53%	110 53%	122 61%	37 64%	45 38%	102 55%	226 57%	111 51%	105 58%	82 60%	229 55%	152 54%
Improving schools	372 37%	65 32%	92 45%	27 47%	29 24%	74 40%	146 37%	73 34%	75 41%	48 35%	148 36%	101 36%
Controlling immigration	284 28%	66 32%	53 26%	9 16%	63 53%	43 23%	104 26%	84 39%	44 24%	22 16%	129 31%	76 27%
Dealing with crime	238 24%	43 21%	50 25%	11 19%	36 30%	47 25%	93 23%	43 20%	43 24%	24 18%	91 22%	63 22%
Protecting the environment	209 21%	27 13%	40 20%	17 29%	10 8%	52 28%	86 22%	29 13%	39 21%	43 31%	79 19%	56 20%
Reforming welfare to cut benefit dependency	207 21%	63 31%	32 16%	12 20%	39 33%	26 14%	78 20%	66 30%	31 17%	23 17%	95 23%	67 24%
Cutting the deficit and the debt	169 17%	48 23%	18 9%	12 21%	17 14%	36 19%	77 20%	45 21%	27 15%	28 20%	58 14%	58 21%
Defending Britain's interests in Europe	94 9%	30 15%	13 6%	8 14%	14 12%	14 8%	45 11%	35 16%	13 7%	14 10%	42 10%	33 12%
Something else	81 8%	12 6%	12 6%	2 3%	6 5%	15 8%	22 6%	9 4%	16 9%	12 9%	37 9%	14 5%
None/ Don't know	21 2%	4 2%	1 1%	-	4 3%	3 2%	7 2%	7 3%	2 1%	-	7 2%	4 1%

Ashcroft National Poll
CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 13
Q6. Which of the following do you think is the most important issue facing you and your family?
- First Mention
Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1002	522	480	89	155	160	194	165	239	404	222	140	236	279	259	234	143	87	863
Weighted base	1002	490	512	118	172	169	177	147	218	272	276	218	237	271	261	239	141	90	863
Improving the NHS	267 27%	109 22%	159 31%	38 32%	35 20%	39 23%	45 25%	51 34%	60 27%	56 21%	79 28%	65 30%	68 29%	53 20%	72 27%	66 28%	50 36%	26 29%	224 26%
Getting the economy growing and creating jobs	255 25%	142 29%	113 22%	27 23%	52 30%	41 24%	52 29%	37 25%	47 21%	82 30%	67 24%	58 27%	48 20%	80 30%	50 19%	66 28%	26 19%	32 36%	210 24%
Improving schools	102 10%	49 10%	52 10%	16 14%	26 15%	26 16%	16 9%	7 5%	10 5%	36 13%	29 10%	17 8%	20 9%	25 9%	31 12%	21 9%	15 11%	9 10%	89 10%
Controlling immigration	99 10%	46 9%	52 10%	3 2%	11 7%	16 9%	19 10%	22 15%	29 13%	21 8%	25 9%	21 10%	32 13%	33 12%	26 10%	21 9%	14 10%	4 5%	88 10%
Reforming welfare to cut benefit dependency	53 5%	21 4%	32 6%	8 7%	6 4%	12 7%	10 6%	7 5%	10 5%	16 6%	17 6%	5 2%	15 6%	16 6%	17 7%	10 4%	7 5%	2 3%	49 6%
Dealing with crime	53 5%	23 5%	30 6%	6 5%	11 6%	17 10%	2 1%	5 4%	12 5%	11 4%	14 5%	12 6%	17 7%	15 6%	19 7%	13 5%	4 3%	2 2%	51 6%
Cutting the deficit and the debt	46 5%	24 5%	21 4%	4 3%	11 6%	3 2%	13 7%	7 5%	8 4%	13 5%	16 6%	11 5%	6 2%	12 4%	11 4%	13 6%	7 5%	3 3%	42 5%
Protecting the environment	41 4%	15 3%	26 5%	7 6%	5 3%	6 4%	8 4%	3 2%	12 6%	15 5%	7 2%	6 3%	13 5%	12 5%	11 4%	7 3%	7 5%	3 4%	35 4%
Defending Britain's interests in Europe	23 2%	17 3%	7 1%	4 4%	1 1%	2 1%	5 3%	* *	11 5%	5 2%	7 2%	6 3%	6 3%	5 2%	8 3%	5 2%	4 3%	1 1%	22 3%
Something else	42 4%	29 6%	14 3%	3 2%	7 4%	8 5%	6 4%	7 5%	11 5%	14 5%	8 3%	13 6%	8 3%	9 3%	13 5%	10 4%	4 3%	6 7%	34 4%
None/ Don't know	21 2%	14 3%	7 1%	3 3%	6 3%	- -	1 1%	1 1%	9 4%	4 1%	9 3%	3 1%	5 2%	9 3%	4 2%	6 3%	2 2%	- -	21 2%

Ashcroft National Poll

CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 13
Q6. Which of the following do you think is the most important issue facing you and your family?
- First Mention
Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	211	222	57	117	179	383	224	217	125	438	276
Weighted base	1002	205	202	58	119	186	396	218	182	137	415	282
Improving the NHS	267 27%	43 21%	65 32%	16 27%	28 24%	55 30%	105 26%	33 15%	60 33%	38 28%	106 25%	74 26%
Getting the economy growing and creating jobs	255 25%	55 27%	60 30%	17 29%	27 23%	39 21%	110 28%	53 24%	54 30%	42 31%	111 27%	79 28%
Improving schools	102 10%	26 12%	23 11%	8 14%	6 5%	23 12%	49 12%	23 11%	18 10%	19 14%	43 10%	32 12%
Controlling immigration	99 10%	21 10%	17 8%	4 7%	30 25%	12 6%	34 9%	33 15%	12 7%	5 4%	50 12%	27 9%
Reforming welfare to cut benefit dependency	53 5%	12 6%	9 5%	6 11%	8 6%	8 4%	23 6%	17 8%	5 3%	8 6%	21 5%	19 7%
Dealing with crime	53 5%	11 5%	13 6%	- -	2 2%	13 7%	17 4%	9 4%	8 5%	5 3%	16 4%	11 4%
Cutting the deficit and the debt	46 5%	14 7%	3 1%	2 3%	5 4%	14 8%	19 5%	18 8%	9 5%	4 3%	15 4%	11 4%
Protecting the environment	41 4%	4 2%	4 2%	4 6%	1 *	10 5%	12 3%	7 3%	8 4%	11 8%	18 4%	8 3%
Defending Britain's interests in Europe	23 2%	8 4%	4 2%	1 1%	5 5%	2 1%	10 2%	10 5%	3 2%	2 1%	13 3%	8 3%
Something else	42 4%	7 3%	3 1%	1 1%	3 2%	8 4%	11 3%	7 3%	3 2%	4 3%	15 4%	8 3%
None/ Don't know	21 2%	4 2%	1 1%	- -	4 3%	3 2%	7 2%	7 3%	2 1%	- -	7 2%	4 1%

Ashcroft National Poll
CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 14
Q6. Which of the following do you think is the most important issue facing you and your family?
- Second Mention
Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1002	522	480	89	155	160	194	165	239	404	222	140	236	279	259	234	143	87	863
Weighted base	1002	490	512	118	172	169	177	147	218	272	276	218	237	271	261	239	141	90	863
Improving the NHS	237 24%	110 22%	127 25%	24 20%	44 26%	48 29%	42 24%	32 22%	47 21%	73 27%	68 25%	46 21%	50 21%	77 28%	54 21%	41 17%	37 26%	27 30%	193 22%
Getting the economy growing and creating jobs	169 17%	91 19%	78 15%	31 27%	26 15%	22 13%	30 17%	27 18%	33 15%	42 16%	47 17%	47 22%	33 14%	39 15%	40 15%	52 22%	21 15%	17 18%	145 17%
Improving schools	153 15%	60 12%	94 18%	22 19%	29 17%	41 24%	23 13%	18 12%	21 10%	51 19%	47 17%	24 11%	31 13%	43 16%	48 18%	30 12%	25 17%	9 10%	133 15%
Controlling immigration	83 8%	44 9%	39 8%	8 6%	8 4%	6 4%	17 9%	19 13%	27 12%	16 6%	19 7%	20 9%	29 12%	17 6%	27 10%	30 13%	5 4%	4 4%	77 9%
Dealing with crime	79 8%	35 7%	44 9%	4 4%	15 9%	10 6%	21 12%	8 6%	19 9%	19 7%	14 5%	14 6%	32 14%	18 7%	20 8%	20 9%	13 9%	6 7%	68 8%
Protecting the environment	70 7%	37 8%	33 6%	8 7%	12 7%	13 8%	11 6%	10 7%	16 7%	21 8%	16 6%	24 11%	9 4%	24 9%	19 7%	14 6%	9 7%	4 5%	64 7%
Reforming welfare to cut benefit dependency	64 6%	38 8%	26 5%	3 2%	8 5%	15 9%	10 6%	13 9%	15 7%	8 3%	22 8%	18 8%	16 7%	12 4%	17 6%	15 6%	13 9%	7 8%	54 6%
Cutting the deficit and the debt	61 6%	27 6%	33 6%	14 12%	13 8%	5 3%	9 5%	10 6%	10 5%	17 6%	24 9%	8 4%	12 5%	17 6%	15 6%	16 7%	2 1%	11 12%	49 6%
Defending Britain's interests in Europe	22 2%	11 2%	10 2%	- -	3 2%	1 *	5 3%	5 3%	8 4%	11 4%	3 1%	2 1%	5 2%	7 3%	6 2%	4 1%	4 3%	1 1%	21 2%
Something else	26 3%	12 3%	13 3%	1 1%	5 3%	5 3%	4 2%	2 1%	9 4%	6 2%	6 2%	7 3%	6 3%	5 2%	6 2%	6 3%	6 4%	2 3%	22 3%
None/ Don't know	38 4%	25 5%	14 3%	3 3%	8 5%	2 1%	5 3%	4 2%	16 7%	6 2%	12 4%	7 3%	13 5%	13 5%	8 3%	12 5%	4 3%	1 1%	37 4%

Ashcroft National Poll

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Absolutes/col percents

Table 14
Q6. Which of the following do you think is the most important issue facing you and your family?
- Second Mention
Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	211	222	57	117	179	383	224	217	125	438	276
Weighted base	1002	205	202	58	119	186	396	218	182	137	415	282
Improving the NHS	237 24%	55 27%	55 27%	15 26%	28 23%	37 20%	96 24%	53 24%	45 25%	42 30%	112 27%	75 27%
Getting the economy growing and creating jobs	169 17%	31 15%	44 22%	13 22%	10 8%	35 19%	67 17%	36 16%	36 20%	23 17%	75 18%	46 16%
Improving schools	153 15%	23 11%	33 16%	11 19%	11 9%	31 16%	52 13%	32 15%	27 15%	12 9%	58 14%	33 12%
Controlling immigration	83 8%	18 9%	16 8%	1 2%	17 15%	16 9%	30 7%	21 10%	15 8%	3 2%	35 8%	20 7%
Dealing with crime	79 8%	11 5%	17 8%	1 2%	18 15%	15 8%	28 7%	12 6%	14 8%	4 3%	35 9%	17 6%
Protecting the environment	70 7%	10 5%	13 7%	9 15%	5 5%	18 10%	41 10%	9 4%	16 9%	19 14%	17 4%	28 10%
Reforming welfare to cut benefit dependency	64 6%	23 11%	6 3%	- -	15 12%	7 4%	21 5%	25 12%	7 4%	6 4%	33 8%	17 6%
Cutting the deficit and the debt	61 6%	20 10%	7 3%	5 8%	6 5%	10 5%	34 9%	10 4%	10 5%	14 10%	15 4%	29 10%
Defending Britain's interests in Europe	22 2%	9 4%	2 1%	3 5%	3 2%	5 3%	9 2%	10 5%	4 2%	2 2%	11 3%	6 2%
Something else	26 3%	- -	5 2%	1 1%	1 1%	6 3%	6 1%	- -	6 3%	6 5%	12 3%	2 1%
None/ Don't know	38 4%	6 3%	4 2%	- -	6 5%	6 3%	13 3%	9 4%	4 2%	5 3%	12 3%	8 3%

Ashcroft National Poll
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Absolutes/col percents

Table 15
Q6. Which of the following do you think is the most important issue facing you and your family?
- Third Mention
Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1002	522	480	89	155	160	194	165	239	404	222	140	236	279	259	234	143	87	863
Weighted base	1002	490	512	118	172	169	177	147	218	272	276	218	237	271	261	239	141	90	863
Improving the NHS	179 18%	101 21%	78 15%	23 19%	31 18%	33 20%	38 21%	22 15%	32 15%	47 17%	52 19%	40 18%	41 17%	48 18%	42 16%	53 22%	19 14%	17 19%	156 18%
Improving schools	116 12%	41 8%	75 15%	13 11%	21 12%	19 11%	25 14%	11 7%	27 12%	32 12%	26 10%	27 12%	31 13%	33 12%	28 11%	29 12%	15 10%	12 14%	98 11%
Getting the economy growing and creating jobs	109 11%	55 11%	54 11%	14 12%	14 8%	26 15%	17 9%	17 12%	22 10%	37 14%	29 10%	19 9%	24 10%	31 12%	29 11%	20 8%	20 14%	8 9%	97 11%
Dealing with crime	106 11%	50 10%	55 11%	12 10%	21 12%	12 7%	20 11%	16 11%	25 12%	27 10%	31 11%	20 9%	28 12%	33 12%	18 7%	34 14%	12 9%	8 9%	92 11%
Controlling immigration	102 10%	45 9%	57 11%	6 5%	11 7%	15 9%	22 13%	19 13%	28 13%	21 8%	25 9%	25 12%	31 13%	23 9%	26 10%	23 10%	21 15%	9 10%	83 10%
Protecting the environment	99 10%	35 7%	64 12%	19 16%	14 8%	18 11%	15 8%	13 9%	20 9%	27 10%	28 10%	25 12%	19 8%	29 11%	29 11%	16 7%	18 13%	7 8%	86 10%
Reforming welfare to cut benefit dependency	89 9%	41 8%	48 9%	6 5%	21 12%	17 10%	16 9%	15 10%	14 7%	26 9%	32 11%	18 8%	14 6%	24 9%	29 11%	20 8%	9 6%	8 9%	76 9%
Cutting the deficit and the debt	63 6%	30 6%	33 6%	8 7%	10 6%	14 8%	10 6%	14 10%	6 3%	22 8%	16 6%	14 6%	11 5%	12 4%	25 9%	12 5%	4 3%	11 12%	50 6%
Defending Britain's interests in Europe	49 5%	31 6%	18 3%	5 5%	15 9%	7 4%	4 2%	9 6%	8 4%	13 5%	12 4%	11 5%	12 5%	12 5%	16 6%	9 4%	9 6%	2 3%	42 5%
Something else	29 3%	22 5%	6 1%	5 4%	3 2%	3 2%	3 2%	2 1%	12 5%	10 4%	4 2%	10 4%	4 2%	9 3%	5 2%	8 3%	3 2%	4 5%	24 3%
None/ Don't know	61 6%	38 8%	23 5%	7 6%	11 6%	5 3%	7 4%	8 5%	23 11%	11 4%	20 7%	9 4%	21 9%	16 6%	14 5%	16 7%	12 8%	3 3%	59 7%

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Absolutes/col percents

Table 15
Q6. Which of the following do you think is the most important issue facing you and your family?
- Third Mention
Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	211	222	57	117	179	383	224	217	125	438	276
Weighted base	1002	205	202	58	119	186	396	218	182	137	415	282
Improving the NHS	179 18%	33 16%	39 19%	7 12%	25 21%	32 17%	70 18%	40 19%	33 18%	24 17%	74 18%	51 18%
Improving schools	116 12%	16 8%	35 17%	8 13%	12 10%	21 11%	46 12%	18 8%	30 16%	17 12%	47 11%	35 13%
Getting the economy growing and creating jobs	109 11%	24 11%	19 9%	8 14%	8 7%	27 15%	49 12%	22 10%	16 9%	16 12%	42 10%	27 10%
Dealing with crime	106 11%	21 10%	21 10%	10 17%	15 12%	19 10%	48 12%	21 10%	21 12%	16 12%	40 10%	35 13%
Controlling immigration	102 10%	27 13%	20 10%	4 7%	16 13%	16 9%	40 10%	30 14%	17 9%	14 10%	45 11%	29 10%
Protecting the environment	99 10%	13 6%	23 11%	4 8%	4 3%	25 13%	34 9%	13 6%	15 8%	13 10%	43 10%	20 7%
Reforming welfare to cut benefit dependency	89 9%	28 14%	16 8%	5 9%	17 14%	11 6%	34 9%	24 11%	19 10%	9 7%	40 10%	31 11%
Cutting the deficit and the debt	63 6%	14 7%	8 4%	5 9%	6 5%	12 6%	24 6%	17 8%	8 4%	10 7%	28 7%	18 6%
Defending Britain's interests in Europe	49 5%	13 6%	7 3%	5 8%	6 5%	8 4%	26 6%	14 6%	7 4%	9 7%	18 4%	19 7%
Something else	29 3%	6 3%	7 4%	1 2%	2 2%	4 2%	8 2%	2 1%	11 6%	4 3%	16 4%	7 2%
None/ Don't know	61 6%	11 5%	8 4%	1 1%	7 6%	12 6%	18 4%	16 7%	5 3%	5 4%	22 5%	9 3%

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Absolutes/col percents

Table 16

Q7. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1002	522	480	89	155	160	194	165	239	404	222	140	236	279	259	234	143	87	863
Weighted base	1002	490	512	118	172	169	177	147	218	272	276	218	237	271	261	239	141	90	863
Cameron & Osborne	435 43%	228 47%	207 40%	57 48%	69 40%	68 41%	80 45%	58 39%	102 47%	133 49%	128 46%	93 43%	81 34%	122 45%	117 45%	100 42%	63 44%	34 38%	383 44%
Miliband & Balls	262 26%	131 27%	131 26%	31 27%	40 23%	44 26%	46 26%	42 29%	58 27%	70 26%	62 22%	50 23%	80 34%	68 25%	64 25%	65 27%	41 29%	23 26%	219 25%
Neither	214 21%	94 19%	120 23%	16 14%	41 24%	41 25%	36 20%	41 28%	39 18%	56 21%	59 21%	51 23%	47 20%	49 18%	57 22%	56 23%	27 19%	24 27%	184 21%
Don't know	91 9%	37 8%	54 11%	14 11%	23 13%	15 9%	16 9%	6 4%	19 9%	12 4%	27 10%	24 11%	28 12%	32 12%	23 9%	18 8%	10 7%	8 9%	77 9%

Ashcroft National Poll

CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 16

Q7. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?

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	1002	211	222	57	117	179	383	224	217	125	438	276
Weighted base	1002	205	202	58	119	186	396	218	182	137	415	282
Cameron & Osborne	435	193	41	25	56	61	194	176	32	50	194	153
	43%	94%	21%	43%	47%	33%	49%	81%	17%	36%	47%	54%
Miliband & Balls	262	5	128	20	26	19	81	16	109	42	152	70
	26%	3%	63%	34%	22%	10%	20%	8%	60%	30%	37%	25%
Neither	214	6	23	10	31	54	78	16	27	40	59	44
	21%	3%	11%	17%	26%	29%	20%	7%	15%	29%	14%	16%
Don't know	91	1	9	3	6	52	44	9	15	6	10	14
	9%	1%	5%	5%	5%	28%	11%	4%	8%	4%	3%	5%

Ashcroft National Poll
CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 17
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Yes	616 61%	611 61%
No	386 39%	391 39%

Ashcroft National Poll
CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 18
Is the house or flat in which you live...?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Owners	636 63%	651 65%
Owned outright - without mortgage	321 32%	331 33%
Owned with a mortgage or loan	315 31%	320 32%
NET: Renters	345 34%	336 34%
Rented from the council	110 11%	140 14%
Rented from a housing association	90 9%	79 8%
Rented from someone else	145 14%	117 12%
Rent free	21 2%	14 1%

Ashcroft National Poll
CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 19
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
None	203 20%	210 21%
1	391 39%	421 42%
2	305 30%	281 28%
3+	103 10%	90 9%
Mean	1.41	1.33
Standard deviation	1.61	1.38
Standard error	0.05	0.04

Ashcroft National Poll
CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 20
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Working	599 60%	561 56%
Working full time - working 30 hours per week or more	486 49%	441 44%
Working part time - working between 8 and 29 hours per week	113 11%	120 12%
NET: Not Working	403 40%	441 44%
Not working but seeking work or temporarily unemployed or sick	60 6%	70 7%
Not working and not seeking work/ student	45 4%	69 7%
Retired on a state pension only	103 10%	98 10%
Retired with a private pension	157 16%	154 15%
House person, housewife, househusband, etc.	38 4%	51 5%

Ashcroft National Poll
CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 21
SEG
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
NET: AB	404 40%	268 27%
A	134 13%	88 9%
B	270 27%	180 18%
C1	222 22%	278 28%
C2	140 14%	218 22%
D	96 10%	94 9%
E	140 14%	144 14%
NET: DE	236 24%	238 24%

Ashcroft National Poll
CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 22
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
18-24	89 9%	119 12%
25-34	155 15%	169 17%
35-44	160 16%	169 17%
45-54	194 19%	179 18%
55-64	165 16%	149 15%
65 or older	239 24%	218 22%
Average age	48.81	47.02

Ashcroft National Poll
CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 23
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	522 52%	491 49%
Female	480 48%	511 51%

Ashcroft National Poll
CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 24
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Scotland	87 9%	90 9%
North East	36 4%	40 4%
North West	112 11%	110 11%
Yorkshire & Humberside	86 9%	90 9%
West Midlands	84 8%	90 9%
East Midlands	70 7%	70 7%
Wales	52 5%	50 5%
Eastern	105 10%	100 10%
London	139 14%	130 13%
South East	140 14%	140 14%
South West	91 9%	90 9%

Ashcroft National Poll
CATI Fieldwork : 13th - 15th March 2015

Absolutes/col percents

Table 25

**Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
 And which party did you vote for in the general election in May 2010?**

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Conservative	224 22%	218 22%
Labour	217 22%	182 18%
Liberal Democrat	125 12%	137 14%
Another party	63 6%	59 6%
Didn't vote	275 27%	303 30%
Refused	51 5%	51 5%
Don't know	47 5%	52 5%