

Ashcroft National Poll

CATI Fieldwork : 20th - 22nd 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	484	519	84	158	182	204	162	213	397	197	158	251	268	257	245	137	96	860	
Weighted base	1003	490	513	120	168	169	178	149	219	270	279	217	238	272	264	241	141	85	869	
Absolutely certain to vote	(10)	569 57%	286 58%	283 55%	45 38%	75 45%	92 55%	101 57%	102 68%	153 70%	185 69%	153 55%	118 54%	114 48%	158 58%	149 57%	125 52%	77 55%	60 71%	479 55%
	(9)	61 6%	26 5%	35 7%	6 5%	8 5%	17 10%	8 4%	11 8%	10 5%	19 7%	15 5%	11 5%	16 7%	15 5%	14 5%	11 4%	8 6%	12 15%	47 5%
	(8)	67 7%	22 5%	45 9%	9 8%	14 8%	10 6%	15 9%	9 6%	9 4%	20 8%	19 7%	10 5%	18 8%	20 7%	10 4%	23 10%	11 8%	4 4%	61 7%
	(7)	34 3%	11 2%	23 4%	6 5%	5 3%	4 3%	7 4%	7 5%	4 2%	6 2%	5 2%	12 6%	11 4%	9 3%	10 4%	9 4%	5 4%	- -	32 4%
	(6)	34 3%	14 3%	20 4%	9 8%	10 6%	3 2%	4 2%	2 1%	6 3%	4 2%	15 6%	9 4%	5 2%	9 3%	13 5%	7 3%	3 2%	2 3%	31 4%
	(5)	63 6%	32 7%	31 6%	13 11%	12 7%	15 9%	9 5%	3 2%	11 5%	7 3%	20 7%	21 10%	15 6%	18 6%	17 6%	19 8%	8 6%	1 1%	59 7%
	(4)	17 2%	12 2%	6 1%	7 5%	1 1%	3 2%	4 2%	1 1%	2 1%	2 1%	6 2%	4 2%	5 2%	5 2%	3 1%	7 3%	1 1%	2 2%	15 2%
	(3)	19 2%	12 2%	8 2%	5 4%	7 4%	1 1%	5 3%	- -	- -	5 2%	5 2%	2 1%	7 3%	8 3%	5 2%	5 2%	2 1%	- -	18 2%
	(2)	15 1%	7 1%	7 1%	6 5%	5 3%	1 1%	1 *	- -	2 1%	1 *	4 2%	5 2%	4 2%	3 1%	2 1%	3 1%	6 4%	1 1%	12 1%
Definitely would not vote	(1)	118 12%	65 13%	54 10%	13 11%	29 17%	22 13%	24 13%	12 8%	19 8%	18 7%	34 12%	25 12%	41 17%	26 10%	39 15%	31 13%	19 14%	3 3%	109 13%
Refused		2 *	2 *	* *	- -	1 1%	- -	- -	* *	1 *	1 *	- -	- -	1 1%	2 1%	- -	- -	* *	- -	2 *
Don't know		3 *	1 *	1 *	- -	- -	- -	- -	- -	3 1%	* *	1 *	- -	1 *	- -	1 1%	1 1%	- -	- -	3 *
Mean		7.82	7.71	7.93	6.75	6.96	7.81	7.76	8.69	8.56	8.68	7.67	7.64	7.21	7.96	7.63	7.57	7.61	9.09	7.70
Standard deviation		3.19	3.33	3.05	3.27	3.53	3.21	3.25	2.63	2.80	2.61	3.25	3.20	3.51	3.06	3.36	3.25	3.38	2.09	3.24
Standard error		0.10	0.15	0.13	0.36	0.28	0.24	0.23	0.21	0.19	0.13	0.23	0.25	0.22	0.19	0.21	0.21	0.29	0.21	0.11

Ashcroft National Poll

CATI Fieldwork : 20th - 22nd 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

		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	228	240	48	91	170	371	222	200	124	461	265
Weighted base		1003	214	240	54	89	176	383	216	180	136	430	279
Absolutely certain to vote	(10)	569 57%	167 78%	151 63%	36 66%	62 69%	96 55%	188 49%	176 82%	131 73%	90 66%	329 77%	144 52%
	(9)	61 6%	11 5%	14 6%	3 6%	4 5%	12 7%	30 8%	11 5%	11 6%	12 9%	26 6%	22 8%
	(8)	67 7%	12 6%	19 8%	3 6%	6 6%	18 11%	39 10%	7 3%	12 7%	14 10%	23 5%	26 9%
	(7)	34 3%	4 2%	11 5%	2 4%	2 2%	8 4%	23 6%	3 1%	5 3%	4 3%	9 2%	18 6%
	(6)	34 3%	2 1%	14 6%	2 3%	4 5%	7 4%	20 5%	1 1%	2 1%	6 4%	12 3%	15 5%
	(5)	63 6%	11 5%	16 7%	7 14%	8 9%	14 8%	49 13%	8 4%	11 6%	3 2%	14 3%	35 13%
	(4)	17 2%	3 1%	6 2%	- -	2 2%	5 3%	13 3%	1 *	4 2%	1 1%	3 1%	9 3%
	(3)	19 2%	2 1%	8 3%	- -	- -	8 4%	12 3%	3 2%	- -	1 1%	7 2%	5 2%
	(2)	15 1%	2 1%	2 1%	- -	1 1%	3 2%	8 2%	- -	- -	- -	7 2%	5 2%
Definitely would not vote	(1)	118 12%	-	-	-	-	-	-	4 2%	3 2%	4 3%	-	-
Refused		2 *	-	-	-	-	2 1%	-	-	-	-	-	-
Don't know		3 *	-	-	-	-	3 2%	3 1%	1 *	-	-	-	-
Mean		7.82	9.25	8.65	8.87	8.87	8.38	8.10	9.33	9.08	8.92	9.21	8.25
Standard deviation		3.19	1.72	2.12	1.86	2.00	2.31	2.35	1.82	1.91	2.04	1.79	2.26
Standard error		0.10	0.11	0.14	0.27	0.21	0.18	0.12	0.12	0.13	0.18	0.08	0.14

Ashcroft National Poll

CATI Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 2

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

Base: All respondents

	Gender			Age						Class				Region					NET: Eng-land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1003	484	519	84	158	182	204	162	213	397	197	158	251	268	257	245	137	96	860
Weighted base	1003	490	513	120	168	169	178	149	219	270	279	217	238	272	264	241	141	85	869
Conservative	214 21%	112 23%	102 20%	16 14%	32 19%	30 18%	37 21%	24 16%	75 34%	81 30%	56 20%	40 19%	37 16%	71 26%	59 22%	44 18%	29 21%	11 13%	196 23%
Labour	240 24%	125 26%	115 22%	33 28%	35 21%	33 20%	38 21%	52 35%	48 35%	64 24%	58 21%	49 22%	69 29%	59 22%	58 22%	78 33%	29 20%	16 18%	208 24%
Liberal Democrat	54 5%	19 4%	35 7%	6 5%	7 4%	12 7%	8 5%	7 5%	13 6%	16 6%	20 7%	8 4%	9 4%	14 5%	21 8%	8 3%	8 6%	3 3%	50 6%
SNP	39 4%	18 4%	22 4%	2 2%	11 7%	7 4%	8 5%	3 2%	7 3%	12 4%	11 4%	7 3%	9 4%	-	-	-	-	39 46%	-
Plaid Cymru	9 1%	2 *	7 1%	2 1%	2 1%	1 1%	4 2%	1 1%	-	3 1%	2 1%	1 *	3 1%	-	-	-	9 7%	-	-
The UK Independence Party	89 9%	49 10%	40 8%	7 6%	9 6%	10 6%	22 12%	16 11%	24 11%	16 6%	22 8%	30 14%	21 9%	25 9%	31 12%	22 9%	10 7%	2 2%	84 10%
The Green Party	40 4%	20 4%	21 4%	12 10%	11 7%	8 5%	4 2%	4 2%	2 1%	13 5%	6 2%	12 6%	9 4%	12 5%	8 3%	10 4%	8 6%	1 1%	40 5%
The British National Party	5 *	3 1%	2 *	3 3%	-	* *	-	1 1%	-	* *	-	3 1%	1 *	2 1%	1 *	1 1%	-	-	5 1%
Another party	17 2%	9 2%	9 2%	2 2%	9 5%	3 2%	2 1%	2 1%	-	5 2%	5 2%	4 2%	3 1%	6 2%	4 1%	3 1%	4 3%	1 1%	17 2%
Would not vote	118 12%	65 13%	54 10%	13 11%	29 17%	22 13%	24 13%	12 8%	19 8%	18 7%	34 12%	25 12%	41 17%	26 10%	39 15%	31 13%	19 14%	3 3%	109 13%
Refused	71 7%	32 7%	39 8%	4 3%	6 3%	17 10%	11 6%	17 11%	17 8%	11 4%	26 9%	18 8%	16 7%	22 8%	16 6%	17 7%	10 7%	6 8%	64 7%
Don't know	104 10%	37 7%	68 13%	18 15%	17 10%	25 15%	20 11%	10 7%	14 6%	30 11%	38 14%	19 9%	18 8%	36 13%	26 10%	25 11%	14 10%	4 4%	97 11%

Ashcroft National Poll

CATI Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 2

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

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	228	240	48	91	170	371	222	200	124	461	265
Weighted base	1003	214	240	54	89	176	383	216	180	136	430	279
Conservative	214 21%	214 100%	-	-	-	-	67 17%	141 66%	7 4%	16 12%	147 34%	67 24%
Labour	240 24%	-	240 100%	-	-	-	94 25%	13 6%	122 68%	32 23%	146 34%	94 34%
Liberal Democrat	54 5%	-	-	54 100%	-	-	31 8%	5 2%	-	36 26%	22 5%	31 11%
SNP	39 4%	-	-	-	-	-	7 2%	-	6 3%	7 5%	33 8%	7 2%
Plaid Cymru	9 1%	-	-	-	-	-	2 *	-	*	1 1%	8 2%	2 1%
The UK Independence Party	89 9%	-	-	-	89 100%	-	36 9%	32 15%	14 8%	5 3%	54 13%	36 13%
The Green Party	40 4%	-	-	-	-	-	27 7%	-	3 2%	11 8%	14 3%	27 10%
The British National Party	5 *	-	-	-	-	-	4 1%	-	-	-	* *	4 1%
Another party	17 2%	-	-	-	-	-	11 3%	2 1%	1 1%	5 4%	6 1%	11 4%
Would not vote	118 12%	-	-	-	-	-	-	4 2%	3 2%	4 3%	-	-
Refused	71 7%	-	-	-	-	71 41%	-	7 3%	5 3%	1 1%	-	-
Don't know	104 10%	-	-	-	-	104 59%	104 27%	11 5%	20 11%	18 13%	-	-

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

Absolutes/col percents

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	549	273	276	36	79	93	108	97	135	256	94	76	122	145	137	124	75	68	453
Weighted base	520	260	260	49	78	79	89	89	135	174	128	103	115	138	135	116	71	59	431
Conservative	170	88	83	10	23	23	30	21	64	69	42	28	31	55	48	34	23	10	154
	33%	34%	32%	21%	29%	29%	34%	23%	47%	40%	33%	28%	27%	40%	35%	30%	32%	17%	36%
Labour	169	88	81	18	23	25	27	40	36	52	38	32	47	45	38	53	22	12	144
	33%	34%	31%	37%	29%	32%	30%	45%	27%	30%	30%	31%	41%	32%	28%	46%	30%	20%	33%
Liberal Democrat	39	13	26	5	5	9	5	6	9	13	14	5	7	10	16	4	7	2	36
	7%	5%	10%	10%	6%	12%	5%	7%	7%	7%	11%	5%	6%	7%	12%	4%	9%	4%	8%
SNP	33	15	18	2	9	6	7	3	5	10	10	6	7	-	-	-	-	33	-
	6%	6%	7%	4%	12%	8%	8%	3%	4%	6%	8%	6%	6%	-	-	-	-	56%	-
Plaid Cymru	6	2	4	*	1	1	2	1	-	2	2	*	1	-	-	-	6	-	-
	1%	1%	1%	*	2%	1%	3%	1%	-	1%	1%	*	1%	-	-	-	8%	-	-
The UK Independence Party	66	37	28	4	5	8	15	14	20	13	16	21	16	18	25	15	7	1	62
	13%	14%	11%	7%	7%	10%	17%	16%	15%	7%	13%	20%	14%	13%	18%	13%	10%	1%	14%
The Green Party	28	13	14	8	8	6	2	3	1	11	4	8	5	7	6	7	7	1	27
	5%	5%	5%	16%	10%	7%	2%	3%	1%	6%	3%	8%	4%	5%	4%	6%	9%	1%	6%
The British National Party	2	2	*	1	-	*	-	*	-	*	-	1	*	*	1	*	-	-	2
	*	1%	*	3%	-	*	-	*	-	*	-	1%	*	*	1%	*	-	-	*
Another party	8	3	5	1	4	1	*	1	-	4	3	1	1	2	2	2	1	1	7
	1%	1%	2%	2%	5%	2%	*	2%	-	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%

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

Absolutes/col percents

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	549	185	175	35	67	-	177	169	137	82	372	177
Weighted base	520	170	169	39	66	-	180	162	121	88	340	180
Conservative	170	170	-	-	-	-	46	120	6	13	124	46
	33%	100%	-	-	-	-	26%	74%	5%	15%	37%	26%
Labour	169	-	169	-	-	-	56	10	97	25	113	56
	33%	-	100%	-	-	-	31%	6%	80%	28%	33%	31%
Liberal Democrat	39	-	-	39	-	-	22	5	-	29	17	22
	7%	-	-	100%	-	-	12%	3%	-	33%	5%	12%
SNP	33	-	-	-	-	-	5	-	5	6	28	5
	6%	-	-	-	-	-	3%	-	4%	7%	8%	3%
Plaid Cymru	6	-	-	-	-	-	1	-	*	1	5	1
	1%	-	-	-	-	-	*	-	*	1%	1%	*
The UK Independence Party	66	-	-	-	66	-	25	26	10	3	40	25
	13%	-	-	-	100%	-	14%	16%	8%	3%	12%	14%
The Green Party	28	-	-	-	-	-	19	-	2	9	8	19
	5%	-	-	-	-	-	11%	-	2%	10%	2%	11%
The British National Party	2	-	-	-	-	-	1	-	-	-	*	1
	*	-	-	-	-	-	1%	-	-	-	*	1%
Another party	8	-	-	-	-	-	4	1	1	2	3	4
	1%	-	-	-	-	-	2%	1%	1%	2%	1%	2%

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

Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	33%
Labour	33%
Liberal Democrat/ Liberal	8%
Scottish National Party/SNP	6%
Plaid Cymru	1%
The UK Independence Party	12%
The Green Party	5%
Other	2%

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

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	726	360	366	61	113	120	145	121	166	312	130	112	172	190	182	172	99	83	607
Weighted base	709	357	352	84	117	105	124	110	169	211	180	155	163	188	183	168	98	72	598
Will definitely vote that way	430	233	197	27	60	57	87	88	111	138	96	102	94	108	97	111	57	56	347
	61%	65%	56%	32%	51%	54%	70%	80%	66%	66%	53%	66%	57%	57%	53%	66%	58%	78%	58%
Might end up voting differently	279	124	155	57	57	48	37	22	58	72	84	53	70	80	85	57	41	16	251
	39%	35%	44%	68%	49%	46%	30%	20%	34%	34%	47%	34%	43%	43%	47%	34%	42%	22%	42%

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

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

	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	726	228	240	48	91	-	265	201	169	103	461	265
Weighted base	709	214	240	54	89	-	279	193	152	113	430	279
Will definitely vote that way	430	147	146	22	54	-	-	137	109	55	430	-
	61%	69%	61%	42%	60%	-	-	71%	71%	49%	100%	-
Might end up voting differently	279	67	94	31	36	-	279	56	44	57	-	279
	39%	31%	39%	58%	40%	-	100%	29%	29%	51%	-	100%

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

Absolutes/col percents

Table 6

Q5. 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	1003	484	519	84	158	182	204	162	213	397	197	158	251	268	257	245	137	96	860
Weighted base	1003	490	513	120	168	169	178	149	219	270	279	217	238	272	264	241	141	85	869
Cameron & Osborne	428 43%	238 49%	190 37%	65 55%	64 38%	69 40%	76 42%	51 34%	104 47%	139 52%	123 44%	81 38%	85 36%	133 49%	111 42%	92 38%	60 43%	32 38%	375 43%
Miliband & Balls	249 25%	114 23%	135 26%	25 21%	46 28%	37 22%	38 21%	54 37%	49 22%	70 26%	55 20%	61 28%	62 26%	61 22%	66 25%	76 31%	28 20%	18 22%	216 25%
Neither	239 24%	114 23%	125 24%	25 21%	39 23%	44 26%	54 30%	31 21%	45 21%	46 17%	63 23%	65 30%	65 27%	53 20%	64 24%	55 23%	34 24%	33 39%	193 22%
Don't know	87 9%	24 5%	63 12%	4 4%	18 11%	20 12%	11 6%	12 8%	21 10%	15 5%	37 13%	9 4%	25 11%	25 9%	23 9%	18 7%	19 14%	2 2%	85 10%

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

Absolutes/col percents

Table 6

Q5. 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	1003	228	240	48	91	170	371	222	200	124	461	265
Weighted base	1003	214	240	54	89	176	383	216	180	136	430	279
Cameron & Osborne	428	193	49	20	44	59	181	180	33	44	199	140
	43%	90%	20%	37%	49%	33%	47%	84%	18%	32%	46%	50%
Miliband & Balls	249	7	152	15	18	13	91	6	100	51	147	78
	25%	3%	63%	27%	20%	7%	24%	3%	56%	37%	34%	28%
Neither	239	10	24	14	26	61	74	25	35	29	77	40
	24%	5%	10%	26%	29%	35%	19%	12%	20%	22%	18%	14%
Don't know	87	5	15	5	2	43	38	4	12	12	8	22
	9%	2%	6%	10%	2%	24%	10%	2%	7%	9%	2%	8%

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

Absolutes/col percents

Table 7

Q6. Thinking about Britain and the British economy as a whole, and what may happen after the next election in May 2015, do you think you and your family would be better off if we were to have five years of Labour government, or five years of Conservative government or would it make no difference?

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	484	519	84	158	182	204	162	213	397	197	158	251	268	257	245	137	96	860
Weighted base	1003	490	513	120	168	169	178	149	219	270	279	217	238	272	264	241	141	85	869
I and my family would be better off under the Conservatives	235 23%	134 27%	101 20%	21 17%	37 22%	33 20%	39 22%	32 22%	73 33%	85 31%	64 23%	45 21%	42 17%	73 27%	66 25%	50 21%	27 19%	19 22%	208 24%
I and my family would be better off under Labour	184 18%	92 19%	93 18%	21 18%	36 22%	31 19%	35 19%	26 17%	36 16%	51 19%	45 16%	41 19%	48 20%	48 18%	43 16%	50 21%	29 21%	14 17%	158 18%
It would make no difference	532 53%	241 49%	291 57%	67 56%	85 51%	91 54%	100 56%	87 59%	102 46%	123 46%	149 54%	122 56%	138 58%	135 50%	134 51%	131 54%	82 58%	50 59%	454 52%
Don't know	52 5%	24 5%	28 5%	10 9%	10 6%	14 8%	6 3%	3 2%	9 4%	11 4%	21 7%	10 4%	10 4%	16 6%	21 8%	10 4%	3 2%	2 3%	50 6%

Ashcroft National Poll

CATI Fieldwork : 20th - 22nd March 2015

Absolutes/col percents

Table 7

Q6. Thinking about Britain and the British economy as a whole, and what may happen after the next election in May 2015, do you think you and your family would be better off if we were to have five years of Labour government, or five years of Conservative government or would it make no difference?

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	228	240	48	91	170	371	222	200	124	461	265
Weighted base	1003	214	240	54	89	176	383	216	180	136	430	279
I and my family would be better off under the Conservatives	235 23%	144 67%	7 3%	8 14%	25 28%	22 12%	77 20%	133 62%	12 7%	22 16%	132 31%	69 25%
I and my family would be better off under Labour	184 18%	4 2%	104 43%	9 16%	9 10%	18 10%	59 15%	8 4%	70 39%	36 26%	107 25%	48 17%
It would make no difference	532 53%	65 30%	128 53%	33 61%	52 58%	111 63%	218 57%	70 32%	94 52%	72 53%	189 44%	149 53%
Don't know	52 5%	1 *	1 1%	4 8%	3 3%	26 15%	29 8%	5 2%	4 2%	6 5%	3 1%	13 5%

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

Absolutes/col percents

Table 8

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Yes	611 61%	612 61%
No	392 39%	391 39%

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

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: Owners	633 63%	652 65%
Owned outright - without mortgage	293 29%	331 33%
Owned with a mortgage or loan	340 34%	321 32%
NET: Renters	339 34%	326 33%
Rented from the council	124 12%	141 14%
Rented from a housing association	70 7%	54 5%
Rented from someone else	145 14%	131 13%
Rent free	31 3%	25 3%

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

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
None	207 21%	211 21%
1	392 39%	421 42%
2	299 30%	281 28%
3+	105 10%	90 9%
Mean	1.41	1.38
Standard deviation	1.38	1.57
Standard error	0.04	0.05

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

Absolutes/col percents

Table 11
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: Working	643 64%	561 56%
Working full time - working 30 hours per week or more	497 50%	441 44%
Working part time - working between 8 and 29 hours per week	146 15%	120 12%
NET: Not Working	360 36%	442 44%
Not working but seeking work or temporarily unemployed or sick	54 5%	75 7%
Not working and not seeking work/ student	44 4%	74 7%
Retired on a state pension only	103 10%	99 10%
Retired with a private pension	124 12%	149 15%
House person, housewife, househusband, etc.	35 3%	44 4%

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

Absolutes/col percents

Table 12
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: AB	397 40%	268 27%
A	141 14%	97 10%
B	256 26%	171 17%
C1	197 20%	278 28%
C2	158 16%	218 22%
D	111 11%	96 10%
E	140 14%	143 14%
NET: DE	251 25%	238 24%

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

Absolutes/col percents

Table 13
Age
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
18-24	84 8%	119 12%
25-34	158 16%	169 17%
35-44	182 18%	169 17%
45-54	204 20%	179 18%
55-64	162 16%	149 15%
65 or older	213 21%	218 22%
Average age	48.12	47.01

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

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Male	484 48%	492 49%
Female	519 52%	511 51%

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

Absolutes/col percents

Table 15
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
Scotland	96 10%	90 9%
North East	41 4%	40 4%
North West	112 11%	110 11%
Yorkshire & Humberside	92 9%	90 9%
West Midlands	94 9%	90 9%
East Midlands	66 7%	70 7%
Wales	47 5%	50 5%
Eastern	97 10%	100 10%
London	130 13%	130 13%
South East	138 14%	140 14%
South West	90 9%	90 9%

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

Absolutes/col percents

Table 16

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

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Conservative	222 22%	216 21%
Labour	200 20%	180 18%
Liberal Democrat	124 12%	136 14%
Another party	79 8%	59 6%
Didn't vote	274 27%	305 30%
Refused	53 5%	57 6%
Don't know	51 5%	51 5%