

## Ashcroft National Poll

### CATI Fieldwork : 24th - 26th April 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	500	503	85	156	171	188	169	234	432	200	144	227	287	258	241	135	82	870	
Weighted base	1003	487	516	118	169	167	179	150	220	273	279	213	237	272	263	245	141	81	873	
Absolutely certain to vote	(10)	637 64%	301 62%	336 65%	48 40%	92 54%	107 64%	114 63%	109 73%	167 76%	206 76%	191 69%	109 51%	130 55%	167 61%	171 65%	156 64%	79 56%	64 79%	548 63%
	(9)	50 5%	27 5%	23 5%	6 5%	9 5%	5 3%	11 6%	10 6%	10 4%	16 6%	13 4%	11 5%	10 4%	13 5%	16 6%	8 3%	8 6%	4 5%	44 5%
	(8)	65 6%	26 5%	39 8%	10 9%	10 6%	16 9%	13 7%	5 3%	11 5%	18 7%	12 4%	17 8%	18 7%	13 5%	28 11%	17 7%	6 4%	1 1%	61 7%
	(7)	39 4%	23 5%	16 3%	9 8%	5 3%	4 2%	6 4%	4 3%	10 5%	5 2%	12 4%	12 5%	10 4%	10 4%	9 3%	10 4%	8 6%	1 1%	36 4%
	(6)	26 3%	16 3%	10 2%	11 9%	7 4%	- -	8 5%	1 *	- -	1 *	10 4%	12 5%	3 1%	7 2%	3 1%	11 5%	5 3%	- -	24 3%
	(5)	44 4%	18 4%	26 5%	6 5%	14 8%	6 3%	5 3%	5 3%	8 4%	6 2%	7 3%	12 6%	19 8%	13 5%	9 3%	9 4%	11 8%	3 3%	35 4%
	(4)	11 1%	9 2%	2 *	2 2%	2 1%	2 1%	2 1%	1 1%	2 1%	4 2%	4 2%	1 *	1 1%	4 2%	3 1%	1 *	2 2%	- -	10 1%
	(3)	18 2%	6 1%	12 2%	3 3%	5 3%	3 2%	4 2%	4 2%	- -	3 1%	6 2%	4 2%	6 2%	5 2%	1 *	7 3%	5 4%	- -	18 2%
	(2)	9 1%	6 1%	3 *	2 2%	1 1%	5 3%	- -	- -	1 *	2 1%	2 1%	3 2%	2 1%	5 2%	1 *	3 1%	1 1%	- -	8 1%
Definitely would not vote	(1)	97 10%	53 11%	44 9%	21 17%	24 14%	20 12%	14 8%	8 5%	11 5%	9 3%	22 8%	29 13%	37 16%	32 12%	21 8%	21 9%	15 11%	8 10%	82 9%
Refused		2 *	- -	2 *	- -	- -	- -	2 1%	- -	1 *	- -	2 1%	- -	1 *	- -	- -	2 1%	- -	2 *	
Don't know		4 *	3 1%	1 *	- -	- -	- -	2 1%	1 1%	1 *	- -	- -	3 1%	1 *	2 1%	2 1%	- -	- -	4 *	
Mean		8.23	8.10	8.36	6.89	7.54	8.06	8.43	8.89	9.03	9.07	8.46	7.60	7.54	7.95	8.57	8.23	7.78	8.84	8.23
Standard deviation		2.97	3.08	2.87	3.42	3.35	3.23	2.74	2.46	2.24	2.16	2.81	3.26	3.40	3.22	2.65	2.92	3.15	2.77	2.96
Standard error		0.09	0.14	0.13	0.37	0.27	0.25	0.20	0.19	0.15	0.10	0.20	0.27	0.23	0.19	0.17	0.19	0.27	0.31	0.10

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**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)		
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff	
Unweighted base	1003	270	217	51	84	184	321	236	191	115	506	235	
Weighted base	1003	251	216	62	83	184	326	212	177	133	484	238	
Absolutely certain to vote	(10)	637 64%	192 76%	157 73%	41 66%	57 69%	118 64%	181 56%	140 85%	109 81%	379 78%	140 59%	
	(9)	50 5%	14 5%	12 6%	5 8%	7 9%	7 4%	24 7%	11 5%	11 6%	9 7%	23 5%	20 8%
	(8)	65 6%	17 7%	16 7%	11 19%	5 6%	9 5%	33 10%	6 3%	12 7%	9 7%	26 5%	31 13%
	(7)	39 4%	11 4%	8 4%	- -	5 5%	10 6%	15 4%	9 4%	4 2%	- -	22 5%	6 2%
	(6)	26 3%	7 3%	6 3%	2 4%	2 2%	3 2%	15 5%	- -	1 1%	3 2%	10 2%	13 6%
	(5)	44 4%	6 2%	9 4%	- -	2 2%	18 10%	27 8%	4 2%	6 3%	- -	15 3%	12 5%
	(4)	11 1%	1 *	1 *	2 4%	2 3%	3 2%	8 3%	2 1%	- -	2 2%	2 *	5 2%
	(3)	18 2%	2 1%	3 1%	- -	3 3%	7 4%	13 4%	- -	1 1%	- -	4 1%	7 3%
	(2)	9 1%	2 1%	2 1%	- -	- -	1 *	5 2%	- -	- -	1 1%	3 1%	5 2%
Definitely would not vote	(1)	97 10%	-	-	-	-	-	-	-	2 1%	-	-	-
Refused		2 *	-	-	-	-	2 1%	-	-	-	-	-	-
Don't know		4 *	-	-	-	-	4 2%	4 1%	-	-	-	-	-
Mean		8.23	9.31	9.13	9.19	9.02	8.67	8.41	9.63	9.38	9.53	8.63	
Standard deviation		2.97	1.52	1.76	1.44	1.87	2.20	2.28	1.06	1.57	1.29	1.54	2.12
Standard error		0.09	0.09	0.12	0.20	0.20	0.16	0.13	0.07	0.11	0.12	0.07	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	1003	500	503	85	156	171	188	169	234	432	200	144	227	287	258	241	135	82	870
Weighted base	1003	487	516	118	169	167	179	150	220	273	279	213	237	272	263	245	141	81	873
Conservative	251 25%	122 25%	129 25%	25 21%	33 20%	44 26%	42 24%	44 29%	62 28%	94 34%	75 27%	46 22%	36 15%	82 30%	65 25%	58 24%	33 24%	13 16%	226 26%
Labour	216 21%	121 25%	94 18%	23 20%	38 23%	41 24%	41 23%	30 20%	43 19%	61 22%	51 18%	38 18%	65 28%	55 20%	66 25%	63 26%	24 17%	8 10%	200 23%
Liberal Democrat	62 6%	21 4%	41 8%	2 2%	11 7%	12 7%	12 7%	9 6%	14 7%	15 5%	29 10%	11 5%	7 3%	12 5%	21 8%	12 5%	11 7%	6 7%	56 6%
SNP	29 3%	11 2%	17 3%	7 6%	5 3%	3 2%	6 3%	2 2%	5 2%	7 3%	9 3%	5 2%	8 3%	-	-	-	-	29 36%	-
Plaid Cymru	6 1%	2 *	4 1%	-	-	2 1%	-	-	4 2%	-	2 1%	3 1%	1 1%	-	-	-	6 4%	-	-
The UK Independence Party	83 8%	53 11%	30 6%	5 5%	15 9%	6 4%	20 11%	16 10%	21 10%	16 6%	19 7%	30 14%	18 7%	22 8%	30 11%	20 8%	10 7%	1 1%	76 9%
The Green Party	63 6%	31 6%	33 6%	23 19%	13 8%	12 7%	9 5%	3 2%	3 1%	23 8%	25 9%	9 4%	7 3%	19 7%	16 6%	21 9%	6 4%	2 3%	61 7%
The British National Party	2 *	2 *	-	1 1%	-	-	-	-	1 *	-	1 *	-	1 *	-	1 *	-	1 1%	-	1 *
Another party	11 1%	7 1%	4 1%	3 2%	1 1%	2 1%	1 1%	4 2%	-	3 1%	2 1%	3 1%	3 1%	6 2%	2 1%	2 1%	1 1%	-	10 1%
Would not vote	97 10%	53 11%	44 9%	21 17%	24 14%	20 12%	14 8%	8 5%	11 5%	9 3%	22 8%	29 13%	37 16%	32 12%	21 8%	21 9%	15 11%	8 10%	82 9%
Refused	96 10%	36 7%	60 12%	-	6 4%	16 9%	18 10%	19 13%	37 17%	26 10%	27 10%	18 9%	24 10%	19 7%	24 9%	27 11%	17 12%	10 12%	84 10%
Don't know	88 9%	29 6%	60 12%	8 7%	21 12%	9 6%	17 9%	15 10%	19 8%	20 7%	18 6%	20 10%	31 13%	25 9%	19 7%	21 9%	17 12%	5 6%	76 9%

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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	1003	270	217	51	84	184	321	236	191	115	506	235
Weighted base	1003	251	216	62	83	184	326	212	177	133	484	238
Conservative	251 25%	251 100%	-	-	-	-	72 22%	156 73%	12 7%	21 16%	179 37%	72 30%
Labour	216 21%	-	216 100%	-	-	-	70 21%	8 4%	118 67%	28 21%	146 30%	70 29%
Liberal Democrat	62 6%	-	-	62 100%	-	-	30 9%	3 2%	5 3%	41 31%	32 7%	30 13%
SNP	29 3%	-	-	-	-	-	3 1%	1 *	4 2%	2 1%	26 5%	3 1%
Plaid Cymru	6 1%	-	-	-	-	-	4 1%	-	2 1%	-	2 *	4 2%
The UK Independence Party	83 8%	-	-	-	83 100%	-	17 5%	25 12%	7 4%	11 8%	65 14%	17 7%
The Green Party	63 6%	-	-	-	-	-	36 11%	3 1%	6 4%	17 13%	27 6%	36 15%
The British National Party	2 *	-	-	-	-	-	1 *	-	-	-	1 *	1 *
Another party	11 1%	-	-	-	-	-	5 2%	-	-	3 2%	6 1%	5 2%
Would not vote	97 10%	-	-	-	-	-	-	-	2 1%	-	-	-
Refused	96 10%	-	-	-	-	96 52%	-	4 2%	8 5%	5 4%	-	-
Don't know	88 9%	-	-	-	-	88 48%	88 27%	12 6%	12 7%	5 4%	-	-

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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	586	306	281	45	85	102	115	103	136	285	117	78	106	169	160	135	67	55	506
Weighted base	558	281	277	58	87	95	103	89	125	177	164	109	107	147	160	130	69	51	483
Conservative	201 36%	99 35%	102 37%	18 31%	25 29%	35 37%	35 34%	37 42%	51 40%	77 43%	62 38%	35 32%	28 26%	64 43%	53 33%	46 35%	27 40%	12 23%	180 37%
Labour	167 30%	92 33%	75 27%	15 26%	29 33%	32 34%	32 31%	24 27%	35 28%	50 28%	39 23%	30 27%	50 46%	43 29%	55 35%	44 34%	18 27%	7 14%	155 32%
Liberal Democrat	48 9%	16 6%	32 12%	2 3%	9 10%	8 8%	9 9%	8 9%	13 10%	13 7%	21 13%	9 9%	6 5%	9 6%	15 9%	11 8%	9 13%	5 10%	44 9%
SNP	25 4%	10 4%	14 5%	6 11%	4 5%	3 3%	5 5%	2 2%	5 4%	6 3%	8 5%	5 4%	6 5%	- -	- -	- -	- -	25 48%	- -
Plaid Cymru	3 1%	* *	3 1%	- -	- -	1 2%	- -	- -	2 1%	- -	2 1%	1 1%	1 1%	- -	- -	- -	3 5%	- -	- -
The UK Independence Party	63 11%	39 14%	25 9%	3 6%	10 12%	5 5%	16 15%	12 13%	18 14%	13 8%	16 10%	22 20%	12 11%	18 12%	23 14%	16 13%	6 9%	1 1%	58 12%
The Green Party	42 8%	18 6%	24 9%	12 20%	10 11%	9 9%	6 6%	3 3%	3 2%	18 10%	16 10%	5 4%	4 4%	11 8%	13 8%	13 10%	3 5%	2 4%	40 8%
The British National Party	* *	* *	- -	* *	- -	- -	- -	- -	* *	- -	* *	- -	* *	- -	* *	- -	* *	- -	* *
Another party	7 1%	6 2%	1 *	1 2%	* *	1 2%	1 1%	3 4%	- -	1 1%	1 1%	3 3%	1 1%	3 2%	2 1%	1 1%	1 2%	- -	6 1%

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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	586	218	172	42	66	-	172	184	142	90	415	172
Weighted base	558	201	167	48	63	-	169	167	128	103	389	169
Conservative	201	201	-	-	-	-	55	133	9	19	146	55
	36%	100%	-	-	-	-	33%	80%	7%	18%	38%	33%
Labour	167	-	167	-	-	-	50	6	99	24	118	50
	30%	-	100%	-	-	-	29%	4%	77%	23%	30%	29%
Liberal Democrat	48	-	-	48	-	-	20	3	5	33	28	20
	9%	-	-	100%	-	-	12%	2%	4%	32%	7%	12%
SNP	25	-	-	-	-	-	2	1	3	1	23	2
	4%	-	-	-	-	-	1%	*	3%	1%	6%	1%
Plaid Cymru	3	-	-	-	-	-	3	-	*	-	*	3
	1%	-	-	-	-	-	2%	-	*	-	*	2%
The UK Independence Party	63	-	-	-	63	-	12	22	6	10	51	12
	11%	-	-	-	100%	-	7%	13%	5%	9%	13%	7%
The Green Party	42	-	-	-	-	-	25	2	6	14	18	25
	8%	-	-	-	-	-	15%	1%	4%	13%	5%	15%
The British National Party	*	-	-	-	-	-	*	-	-	-	*	*
	*	-	-	-	-	-	*	-	-	-	*	*
Another party	7	-	-	-	-	-	2	-	-	3	5	2
	1%	-	-	-	-	-	1%	-	-	3%	1%	1%

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Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	36%
Labour	30%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	11%
The Green Party	7%
Other	1%

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Absolutes/col percents

Table 5

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

**Base: All naming a party they would vote for tomorrow**

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	741	390	351	66	114	128	142	125	166	348	148	101	144	215	198	176	89	63	643
Weighted base	722	369	352	90	118	122	131	108	154	218	212	146	146	195	199	176	92	58	630
Will definitely vote that way	484	258	226	48	69	69	94	81	123	151	127	105	100	131	131	113	67	41	419
	67%	70%	64%	53%	59%	57%	72%	75%	80%	69%	60%	72%	69%	67%	66%	64%	73%	71%	66%
Might end up voting differently	238	112	126	42	49	52	36	28	31	67	85	40	46	65	68	63	25	17	211
	33%	30%	36%	47%	41%	43%	28%	25%	20%	31%	40%	28%	31%	33%	34%	36%	27%	29%	34%



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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	741	270	217	51	84	-	235	217	169	106	506	235
Weighted base	722	251	216	62	83	-	238	196	155	123	484	238
Will definitely vote that way	484	179	146	32	65	-	-	140	117	74	484	-
	67%	71%	68%	51%	79%	-	-	71%	76%	60%	100%	-
Might end up voting differently	238	72	70	30	17	-	238	56	37	49	-	238
	33%	29%	32%	49%	21%	-	100%	29%	24%	40%	-	100%

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Table 6  
**Q5. Which of the following statements do you most agree with?**  
**Base: All respondents**

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1003	500	503	85	156	171	188	169	234	432	200	144	227	287	258	241	135	82	870
Weighted base	1003	487	516	118	169	167	179	150	220	273	279	213	237	272	263	245	141	81	873
I am satisfied with the job David Cameron is doing overall as Prime Minister	318 32%	155 32%	162 31%	35 30%	50 30%	53 31%	50 28%	54 36%	76 35%	98 36%	83 30%	71 33%	66 28%	96 35%	74 28%	74 30%	50 36%	22 27%	276 32%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	234 23%	107 22%	126 24%	28 24%	39 23%	41 24%	37 21%	35 24%	53 24%	62 23%	80 29%	52 24%	40 17%	65 24%	67 25%	49 20%	32 23%	22 27%	205 23%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	296 29%	151 31%	144 28%	41 35%	53 31%	52 31%	57 32%	35 23%	58 26%	87 32%	78 28%	52 24%	79 33%	71 26%	85 32%	86 35%	31 22%	22 28%	262 30%
Refused	52 5%	23 5%	29 6%	3 2%	4 3%	5 3%	12 7%	14 9%	15 7%	11 4%	14 5%	9 4%	17 7%	11 4%	16 6%	9 4%	9 7%	7 9%	44 5%
Don't know	104 10%	50 10%	54 10%	11 9%	23 13%	17 10%	23 13%	12 8%	18 8%	15 5%	25 9%	29 13%	35 15%	29 11%	22 8%	28 11%	18 13%	7 9%	87 10%

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Table 6  
**Q5. Which of the following statements do you most agree with?**  
**Base: All respondents**

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1003	270	217	51	84	184	321	236	191	115	506	235
Weighted base	1003	251	216	62	83	184	326	212	177	133	484	238
I am satisfied with the job David Cameron is doing overall as Prime Minister	318 32%	170 68%	21 10%	21 34%	20 24%	47 26%	95 29%	126 59%	26 15%	38 29%	178 37%	71 30%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	234 23%	77 31%	21 10%	22 35%	32 39%	27 15%	104 32%	76 36%	17 10%	33 25%	97 20%	86 36%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	296 29%	2 1%	166 77%	15 25%	19 23%	23 13%	81 25%	6 3%	121 68%	46 35%	180 37%	70 30%
Refused	52 5%	-	1 *	-	2 2%	41 22%	3 1%	2 1%	2 1%	2 2%	6 1%	2 1%
Don't know	104 10%	2 1%	7 3%	4 6%	10 12%	46 25%	43 13%	2 1%	10 6%	14 10%	23 5%	9 4%

**Ashcroft National Poll**  
**CATI Fieldwork : 24th - 26th April 2015**

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	658 66%	612 61%
No	345 34%	391 39%

**Ashcroft National Poll**  
**CATI Fieldwork : 24th - 26th April 2015**

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	664 66%	652 65%
Owned outright - without mortgage	349 35%	331 33%
Owned with a mortgage or loan	315 31%	321 32%
NET: Renters	313 31%	333 33%
Rented from the council	97 10%	141 14%
Rented from a housing association	66 7%	57 6%
Rented from someone else	150 15%	135 14%
Rent free	26 3%	18 2%

**Ashcroft National Poll**  
**CATI Fieldwork : 24th - 26th April 2015**

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	207 21%	211 21%
1	375 37%	421 42%
2	303 30%	281 28%
3+	118 12%	90 9%
Mean	1.41	1.31
Standard deviation	1.22	1.10
Standard error	0.04	0.03

**Ashcroft National Poll**  
**CATI Fieldwork : 24th - 26th April 2015**

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	626 62%	562 56%
Working full time - working 30 hours per week or more	492 49%	441 44%
Working part time - working between 8 and 29 hours per week	134 13%	120 12%
NET: Not Working	377 38%	441 44%
Not working but seeking work or temporarily unemployed or sick	47 5%	64 6%
Not working and not seeking work/ student	49 5%	76 8%
Retired on a state pension only	90 9%	90 9%
Retired with a private pension	153 15%	157 16%
House person, housewife, househusband, etc.	38 4%	55 5%

**Ashcroft National Poll**  
**CATI Fieldwork : 24th - 26th April 2015**

Absolutes/col percents

Table 11  
**SEG**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
NET: AB	432 43%	268 27%
A	128 13%	79 8%
B	304 30%	189 19%
C1	200 20%	278 28%
C2	144 14%	218 22%
D	101 10%	105 10%
E	126 13%	134 13%
NET: DE	227 23%	239 24%



**Ashcroft National Poll**  
**CATI Fieldwork : 24th - 26th April 2015**

Absolutes/col percents

Table 12  
**Age**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
18-24	85 8%	119 12%
25-34	156 16%	169 17%
35-44	171 17%	169 17%
45-54	188 19%	179 18%
55-64	169 17%	149 15%
65 or older	234 23%	219 22%
Average age	48.74	47.02

**Ashcroft National Poll**  
**CATI Fieldwork : 24th - 26th April 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	500 50%	492 49%
Female	503 50%	511 51%

**Ashcroft National Poll**  
**CATI Fieldwork : 24th - 26th April 2015**

Absolutes/col percents

Table 14  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
Scotland	82 8%	90 9%
North East	37 4%	40 4%
North West	118 12%	110 11%
Yorkshire & Humberside	86 9%	90 9%
West Midlands	92 9%	90 9%
East Midlands	66 7%	70 7%
Wales	51 5%	50 5%
Eastern	100 10%	100 10%
London	134 13%	130 13%
South East	153 15%	140 14%
South West	84 8%	90 9%

**Ashcroft National Poll**  
**CATI Fieldwork : 24th - 26th April 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**

	Unweighted Total	Weighted Total
Unweighted base	1003	1003
Weighted base	1003	1003
Conservative	236 24%	212 21%
Labour	191 19%	177 18%
Liberal Democrat	115 11%	133 13%
Another party	81 8%	58 6%
Didn't vote	264 26%	304 30%
Refused	69 7%	64 6%
Don't know	47 5%	55 5%