

Ashcroft National Poll

CATI Fieldwork : 17th - 19th 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	1002	499	503	88	153	168	201	163	229	400	217	166	219	282	245	242	142	91	863	
Weighted base	1002	491	511	119	168	167	179	149	219	268	279	217	237	271	262	241	140	87	866	
Absolutely certain to vote	(10)	629 63%	317 65%	312 61%	51 42%	86 51%	98 59%	122 68%	119 80%	153 70%	181 67%	201 72%	125 58%	121 51%	171 63%	156 60%	145 60%	85 61%	71 81%	527 61%
	(9)	53 5%	22 4%	31 6%	11 9%	10 6%	10 6%	5 3%	5 3%	12 6%	14 5%	16 6%	7 3%	15 6%	12 4%	15 6%	14 6%	8 6%	4 4%	47 5%
	(8)	67 7%	32 7%	35 7%	12 10%	15 9%	11 6%	14 8%	2 1%	14 7%	19 7%	16 6%	18 8%	15 6%	22 8%	22 8%	13 5%	11 8%	- -	65 8%
	(7)	33 3%	13 3%	20 4%	8 6%	10 6%	9 5%	3 2%	1 1%	3 1%	14 5%	6 2%	9 4%	4 2%	10 4%	8 3%	6 2%	4 3%	5 6%	24 3%
	(6)	26 3%	17 3%	9 2%	2 1%	10 6%	5 3%	4 2%	- -	4 2%	6 2%	5 2%	8 4%	7 3%	6 2%	6 2%	10 4%	3 2%	1 1%	24 3%
	(5)	55 5%	26 5%	29 6%	4 4%	14 8%	9 6%	8 4%	14 9%	6 3%	11 4%	13 5%	17 8%	14 6%	12 5%	14 5%	17 7%	8 6%	3 3%	50 6%
	(4)	8 1%	6 1%	2 *	5 4%	1 *	- -	- -	1 1%	3 1%	1 *	1 *	2 1%	2 1%	1 *	3 1%	1 1%	- -	8 1%	
	(3)	19 2%	12 2%	7 1%	5 4%	3 2%	8 5%	1 1%	- -	2 1%	2 1%	- -	7 3%	9 4%	8 3%	4 1%	3 1%	4 3%	1 1%	16 2%
	(2)	10 1%	3 1%	7 1%	1 1%	1 *	1 1%	3 1%	- -	4 2%	2 1%	3 1%	- -	5 2%	3 1%	3 1%	2 1%	2 1%	- -	8 1%
Definitely would not vote	(1)	98 10%	41 8%	57 11%	21 17%	19 12%	16 10%	20 11%	7 5%	14 7%	15 5%	16 6%	24 11%	43 18%	24 9%	30 12%	27 11%	14 10%	3 3%	90 10%
Refused		3 *	2 *	1 *	- -	- -	- -	- -	3 1%	1 *	3 1%	- -	- -	1 1%	1 *	1 *	- -	- -	3 *	
Don't know		2 *	- -	2 *	- -	- -	- -	- -	2 1%	1 *	- -	- -	2 1%	- -	2 1%	1 *	- -	- -	2 *	
Mean		8.19	8.29	8.10	7.09	7.71	7.99	8.30	8.97	8.71	8.67	8.83	7.88	7.20	8.24	8.04	8.00	8.09	9.21	8.11
Standard deviation		2.99	2.89	3.08	3.48	3.07	3.05	3.05	2.39	2.65	2.50	2.47	3.09	3.61	2.94	3.11	3.11	3.05	2.02	3.04
Standard error		0.09	0.13	0.14	0.37	0.25	0.24	0.22	0.19	0.18	0.13	0.17	0.24	0.25	0.18	0.20	0.20	0.26	0.21	0.10

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Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?

Base: All respondents

		Voting Intention					Swing	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1002	231	218	62	99	189	350	219	174	141	482	241
Weighted base		1002	230	217	67	101	185	358	212	177	133	472	248
Absolutely certain to vote	(10)	629	179	157	49	62	110	193	181	141	100	371	147
		63%	78%	72%	74%	62%	60%	54%	85%	79%	75%	79%	59%
	(9)	53	11	15	3	8	10	25	6	2	13	26	17
		5%	5%	7%	4%	8%	5%	7%	3%	1%	10%	6%	7%
	(8)	67	15	16	7	12	13	38	11	10	10	29	25
		7%	6%	7%	10%	12%	7%	11%	5%	6%	8%	6%	10%
	(7)	33	5	5	2	4	8	19	1	4	1	11	14
		3%	2%	2%	3%	4%	5%	5%	1%	2%	1%	2%	6%
	(6)	26	8	5	1	3	7	14	2	4	1	10	9
		3%	4%	2%	1%	3%	4%	4%	1%	2%	1%	2%	4%
	(5)	55	7	15	4	4	20	40	3	8	2	14	21
		5%	3%	7%	7%	4%	11%	11%	1%	5%	2%	3%	9%
	(4)	8	1	2	-	1	2	6	-	-	1	2	4
		1%	*	1%	-	1%	1%	2%	-	-	1%	*	1%
	(3)	19	4	1	1	4	5	12	2	2	-	6	7
		2%	2%	1%	2%	4%	3%	3%	1%	1%	-	1%	3%
	(2)	10	1	1	-	2	4	8	1	3	2	2	4
		1%	*	1%	-	2%	2%	2%	*	2%	2%	*	2%
Definitely would not vote	(1)	98	-	-	-	-	-	-	4	3	3	-	-
		10%	-	-	-	-	-	-	2%	2%	2%	-	-
Refused		3	-	-	-	-	3	-	-	-	-	-	-
		*	-	-	-	-	2%	-	-	-	-	-	-
Don't know		2	-	-	-	-	2	2	1	-	-	-	-
		*	-	-	-	-	1%	1%	*	-	-	-	-
Mean		8.19	9.29	9.13	9.19	8.73	8.51	8.32	9.48	9.11	9.25	9.36	8.57
Standard deviation		2.99	1.59	1.71	1.64	2.11	2.26	2.30	1.65	2.06	1.85	1.51	2.15
Standard error		0.09	0.10	0.12	0.21	0.21	0.17	0.12	0.11	0.16	0.16	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	1002	499	503	88	153	168	201	163	229	400	217	166	219	282	245	242	142	91	863
Weighted base	1002	491	511	119	168	167	179	149	219	268	279	217	237	271	262	241	140	87	866
Conservative	230 23%	114 23%	117 23%	25 21%	28 17%	36 22%	43 24%	42 28%	56 25%	70 26%	70 25%	56 26%	34 14%	62 23%	78 30%	51 21%	31 22%	8 9%	215 25%
Labour	217 22%	116 24%	102 20%	30 25%	35 21%	38 23%	37 21%	31 21%	46 21%	64 24%	59 21%	37 17%	58 24%	70 26%	43 16%	72 30%	20 14%	12 13%	202 23%
Liberal Democrat	67 7%	32 7%	35 7%	8 7%	10 6%	6 3%	10 6%	12 8%	21 10%	17 6%	28 10%	14 7%	8 3%	20 7%	19 7%	9 4%	10 7%	8 9%	58 7%
SNP	43 4%	22 4%	21 4%	7 6%	15 9%	3 2%	8 5%	4 3%	5 2%	10 4%	12 4%	10 5%	11 5%	-	-	-	-	43 49%	-
Plaid Cymru	9 1%	5 1%	4 1%	-	2 1%	3 2%	3 2%	-	1 *	2 1%	3 1%	2 1%	2 1%	-	-	-	9 6%	-	-
The UK Independence Party	101 10%	60 12%	41 8%	7 6%	15 9%	17 10%	19 11%	15 10%	28 13%	16 6%	26 9%	30 14%	28 12%	32 12%	34 13%	17 7%	15 11%	3 3%	95 11%
The Green Party	35 4%	15 3%	20 4%	7 6%	8 5%	9 5%	5 3%	4 3%	2 1%	16 6%	8 3%	4 2%	6 3%	14 5%	8 3%	9 4%	5 4%	-	33 4%
The British National Party	3 *	2 *	1 *	1 1%	-	1 *	-	1 1%	-	2 1%	1 *	-	-	-	-	3 1%	-	-	3 *
Another party	14 1%	9 2%	5 1%	3 2%	1 1%	2 1%	4 2%	2 1%	2 1%	4 2%	4 2%	3 1%	2 1%	3 1%	3 1%	5 2%	2 1%	-	14 2%
Would not vote	98 10%	41 8%	57 11%	21 17%	19 12%	16 10%	20 11%	7 5%	14 7%	15 5%	16 6%	24 11%	43 18%	24 9%	30 12%	27 11%	14 10%	3 3%	90 10%
Refused	75 7%	34 7%	41 8%	1 1%	8 5%	18 11%	11 6%	17 11%	20 9%	19 7%	29 11%	7 3%	19 8%	16 6%	21 8%	15 6%	19 14%	3 3%	62 7%
Don't know	110 11%	43 9%	67 13%	9 7%	27 16%	19 11%	19 10%	14 9%	23 11%	34 12%	22 8%	30 14%	25 11%	29 11%	25 10%	32 13%	16 11%	9 11%	95 11%

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

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	231	218	62	99	189	350	219	174	141	482	241
Weighted base	1002	230	217	67	101	185	358	212	177	133	472	248
Conservative	230 23%	230 100%	-	-	-	-	69 19%	148 70%	10 6%	10 7%	161 34%	69 28%
Labour	217 22%	-	217 100%	-	-	-	63 18%	8 4%	118 67%	28 21%	155 33%	63 25%
Liberal Democrat	67 7%	-	-	67 100%	-	-	38 10%	6 3%	2 1%	41 31%	29 6%	38 15%
SNP	43 4%	-	-	-	-	-	8 2%	1 1%	11 6%	5 3%	35 7%	8 3%
Plaid Cymru	9 1%	-	-	-	-	-	4 1%	-	3 2%	-	5 1%	4 2%
The UK Independence Party	101 10%	-	-	-	101 100%	-	38 11%	25 12%	14 8%	10 7%	63 13%	38 15%
The Green Party	35 4%	-	-	-	-	-	18 5%	1 *	3 2%	11 8%	18 4%	18 7%
The British National Party	3 *	-	-	-	-	-	-	-	-	-	3 1%	-
Another party	14 1%	-	-	-	-	-	10 3%	1 *	3 2%	5 4%	4 1%	10 4%
Would not vote	98 10%	-	-	-	-	-	-	4 2%	3 2%	3 2%	-	-
Refused	75 7%	-	-	-	-	75 40%	-	2 1%	1 1%	6 4%	-	-
Don't know	110 11%	-	-	-	-	110 60%	110 31%	15 7%	9 5%	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	563	293	271	46	81	82	118	101	136	243	129	89	102	168	132	125	77	61	479
Weighted base	555	287	268	63	86	80	103	91	130	160	171	114	110	158	141	128	69	59	474
Conservative	184	90	94	20	21	26	36	37	45	60	58	43	24	50	60	43	25	6	172
	33%	32%	35%	31%	24%	32%	35%	40%	34%	37%	34%	38%	22%	32%	43%	34%	36%	10%	36%
Labour	169	91	77	22	28	29	27	24	39	50	49	27	42	57	33	54	15	9	156
	30%	32%	29%	35%	32%	36%	26%	27%	30%	31%	28%	24%	39%	36%	24%	42%	22%	15%	33%
Liberal Democrat	52	26	26	7	7	4	8	8	18	13	22	10	7	16	14	8	8	7	44
	9%	9%	10%	11%	8%	5%	8%	9%	13%	8%	13%	9%	7%	10%	10%	6%	11%	11%	9%
SNP	35	18	17	5	13	1	7	4	5	8	10	7	10	-	-	-	-	35	-
	6%	6%	6%	8%	15%	2%	7%	4%	4%	5%	6%	6%	9%	-	-	-	-	59%	-
Plaid Cymru	6	3	3	-	2	2	3	-	*	1	2	2	1	-	-	-	6	-	-
	1%	1%	1%	-	2%	2%	3%	-	*	1%	1%	2%	1%	-	-	-	9%	-	-
The UK Independence Party	73	42	32	4	9	11	15	13	21	12	21	20	21	23	27	10	11	2	68
	13%	15%	12%	6%	10%	14%	15%	14%	16%	8%	12%	18%	19%	15%	19%	8%	16%	4%	14%
The Green Party	25	10	15	4	6	6	4	3	2	13	7	2	3	9	5	7	3	-	24
	5%	3%	6%	6%	7%	8%	4%	3%	1%	8%	4%	2%	3%	6%	3%	6%	5%	-	5%
The British National Party	2	1	1	*	-	1	-	1	-	1	1	-	-	-	-	2	-	-	2
	*	*	*	*	-	1%	-	1%	-	*	1%	-	-	-	-	1%	-	-	*
Another party	8	5	4	1	1	1	2	2	2	3	2	2	2	2	1	4	1	-	8
	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	3%	1%	-	2%

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Table 3

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

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

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

	Voting Intention						Swing	Vote 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	563	188	170	48	73	-	169	169	129	95	395	169
Weighted base	555	184	169	52	73	-	173	162	132	89	382	173
Conservative	184	184	-	-	-	-	52	125	8	9	132	52
	33%	100%	-	-	-	-	30%	77%	6%	10%	35%	30%
Labour	169	-	169	-	-	-	42	6	96	23	126	42
	30%	-	100%	-	-	-	25%	4%	73%	26%	33%	25%
Liberal Democrat	52	-	-	52	-	-	27	6	2	35	25	27
	9%	-	-	100%	-	-	16%	4%	1%	39%	7%	16%
SNP	35	-	-	-	-	-	6	1	9	4	29	6
	6%	-	-	-	-	-	4%	1%	7%	5%	8%	4%
Plaid Cymru	6	-	-	-	-	-	2	-	2	-	4	2
	1%	-	-	-	-	-	1%	-	2%	-	1%	1%
The UK Independence Party	73	-	-	-	73	-	25	22	10	8	48	25
	13%	-	-	-	100%	-	15%	14%	7%	9%	13%	15%
The Green Party	25	-	-	-	-	-	12	1	3	8	13	12
	5%	-	-	-	-	-	7%	*	2%	9%	3%	7%
The British National Party	2	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	-	-	-	-	-	-	*	-
Another party	8	-	-	-	-	-	5	1	2	3	3	5
	2%	-	-	-	-	-	3%	*	1%	3%	1%	3%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	34%
Labour	30%
Liberal Democrat/ Liberal	10%
Scottish National Party/SNP	6%
Plaid Cymru	1%
The UK Independence Party	13%
The Green Party	4%
Other	2%

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Absolutes/col percents

Table 5

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

Base: All naming a party they would vote for tomorrow

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	723	376	347	67	108	112	146	121	169	301	160	122	140	213	173	165	98	74	620
Weighted base	719	373	346	89	114	114	130	111	161	201	211	157	150	202	185	168	91	73	619
Will definitely vote that way	472	243	229	40	65	63	86	91	126	129	135	99	109	126	126	106	57	57	396
	66%	65%	66%	46%	57%	55%	66%	82%	78%	64%	64%	63%	73%	62%	68%	63%	62%	78%	64%
Might end up voting differently	248	130	117	48	49	51	44	20	35	72	76	59	41	76	59	62	35	16	223
	34%	35%	34%	54%	43%	45%	34%	18%	22%	36%	36%	37%	27%	38%	32%	37%	38%	22%	36%

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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	723	231	218	62	99	-	241	196	159	116	482	241
Weighted base	719	230	217	67	101	-	248	190	164	109	472	248
Will definitely vote that way	472	161	155	29	63	-	-	143	119	58	472	-
	66%	70%	71%	44%	62%	-	-	75%	73%	53%	100%	-
Might end up voting differently	248	69	63	38	38	-	248	48	45	51	-	248
	34%	30%	29%	56%	38%	-	100%	25%	27%	47%	-	100%

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Absolutes/col percents

Table 6
Q5. Would you say you are moving towards or away from ...
- Summary
Base: All respondents

	Q5. Summary			
	Labour	The Conservatives	The Liberal Democrats	UKIP
Unweighted base	1002	1002	1002	1002
Weighted base	1002	1002	1002	1002
Towards	285 28%	244 24%	139 14%	224 22%
Away from	465 46%	497 50%	552 55%	530 53%
Neither	252 25%	262 26%	311 31%	248 25%

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Table 7
Q5. Would you say you are moving towards or away from ...
- Labour
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	499	503	88	153	168	201	163	229	400	217	166	219	282	245	242	142	91	863
Weighted base	1002	491	511	119	168	167	179	149	219	268	279	217	237	271	262	241	140	87	866
Towards	285 28%	145 30%	140 27%	50 42%	55 32%	53 32%	49 27%	35 24%	43 20%	75 28%	80 29%	60 28%	70 29%	95 35%	54 21%	87 36%	32 23%	17 20%	256 30%
Away from	465 46%	227 46%	238 47%	44 36%	69 41%	69 41%	91 51%	74 50%	118 54%	122 45%	127 46%	120 55%	96 40%	115 42%	142 54%	94 39%	62 44%	52 60%	392 45%
Neither	252 25%	119 24%	133 26%	26 21%	44 26%	46 27%	40 22%	39 26%	58 26%	72 27%	72 26%	37 17%	72 30%	61 23%	66 25%	60 25%	46 33%	18 20%	217 25%

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Table 7
Q5. Would you say you are moving towards or away from ...
- Labour
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	231	218	62	99	189	350	219	174	141	482	241
Weighted base	1002	230	217	67	101	185	358	212	177	133	472	248
Towards	285	18	170	24	8	24	124	22	102	51	140	102
	28%	8%	78%	36%	7%	13%	35%	11%	58%	38%	30%	41%
Away from	465	182	20	28	81	58	149	161	54	51	266	107
	46%	79%	9%	42%	81%	31%	42%	76%	31%	38%	56%	43%
Neither	252	30	27	15	12	103	85	28	21	31	66	38
	25%	13%	13%	23%	12%	56%	24%	13%	12%	23%	14%	15%

Ashcroft National Poll
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Absolutes/col percents

Table 8
Q5. Would you say you are moving towards or away from ...
- The Conservatives
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	499	503	88	153	168	201	163	229	400	217	166	219	282	245	242	142	91	863
Weighted base	1002	491	511	119	168	167	179	149	219	268	279	217	237	271	262	241	140	87	866
Towards	244	121	122	23	37	31	49	34	68	72	73	61	38	62	76	54	39	13	217
	24%	25%	24%	20%	22%	19%	28%	23%	31%	27%	26%	28%	16%	23%	29%	23%	28%	14%	25%
Away from	497	244	252	67	80	87	89	73	101	120	141	110	125	140	109	128	64	56	418
	50%	50%	49%	56%	47%	52%	50%	49%	46%	45%	51%	51%	53%	52%	41%	53%	45%	64%	48%
Neither	262	125	137	29	51	49	41	42	50	76	65	46	74	69	78	59	38	19	231
	26%	25%	27%	24%	30%	29%	23%	28%	23%	28%	23%	21%	31%	26%	30%	24%	27%	22%	27%

Ashcroft National Poll
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Absolutes/col percents

Table 8
Q5. Would you say you are moving towards or away from ...
- The Conservatives
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	231	218	62	99	189	350	219	174	141	482	241
Weighted base	1002	230	217	67	101	185	358	212	177	133	472	248
Towards	244	173	8	13	12	26	87	124	16	21	147	67
	24%	75%	3%	19%	12%	14%	24%	58%	9%	16%	31%	27%
Away from	497	18	179	38	76	54	175	50	133	84	260	134
	50%	8%	82%	57%	75%	29%	49%	23%	75%	63%	55%	54%
Neither	262	40	31	16	14	104	96	38	28	29	66	47
	26%	17%	14%	24%	14%	56%	27%	18%	16%	22%	14%	19%

Ashcroft National Poll
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Absolutes/col percents

Table 9

Q5. Would you say you are moving towards or away from ...

- The Liberal Democrats

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	499	503	88	153	168	201	163	229	400	217	166	219	282	245	242	142	91	863
Weighted base	1002	491	511	119	168	167	179	149	219	268	279	217	237	271	262	241	140	87	866
Towards	139	69	69	20	26	18	19	18	38	36	42	33	28	38	38	33	21	9	122
	14%	14%	14%	17%	15%	11%	11%	12%	18%	13%	15%	15%	12%	14%	14%	14%	15%	11%	14%
Away from	552	286	267	63	86	94	107	81	121	145	154	126	127	146	139	140	72	55	474
	55%	58%	52%	53%	51%	56%	60%	55%	55%	54%	55%	58%	54%	54%	53%	58%	51%	63%	55%
Neither	311	136	175	36	57	56	53	50	60	87	82	59	82	87	85	68	48	24	270
	31%	28%	34%	30%	34%	33%	30%	33%	27%	33%	30%	27%	35%	32%	32%	28%	34%	27%	31%

Ashcroft National Poll
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Absolutes/col percents

Table 9

Q5. Would you say you are moving towards or away from ...

- The Liberal Democrats

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	231	218	62	99	189	350	219	174	141	482	241
Weighted base	1002	230	217	67	101	185	358	212	177	133	472	248
Towards	139	28	28	43	5	17	68	26	14	41	63	52
	14%	12%	13%	64%	5%	9%	19%	12%	8%	30%	13%	21%
Away from	552	148	135	9	81	61	184	135	124	65	304	142
	55%	64%	62%	13%	81%	33%	51%	64%	70%	49%	64%	57%
Neither	311	54	54	15	15	108	106	50	39	27	105	54
	31%	24%	25%	23%	14%	58%	30%	24%	22%	21%	22%	22%

Ashcroft National Poll
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Absolutes/col percents

Table 10
Q5. Would you say you are moving towards or away from ...
- UKIP
Base: All respondents

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1002	499	503	88	153	168	201	163	229	400	217	166	219	282	245	242	142	91	863
Weighted base	1002	491	511	119	168	167	179	149	219	268	279	217	237	271	262	241	140	87	866
Towards	224 22%	125 25%	99 19%	17 14%	37 22%	30 18%	47 26%	35 24%	58 26%	44 16%	64 23%	61 28%	55 23%	57 21%	81 31%	52 21%	29 21%	6 7%	211 24%
Away from	530 53%	251 51%	279 55%	82 69%	85 51%	92 55%	96 53%	65 44%	110 50%	165 62%	145 52%	116 54%	104 44%	159 59%	111 42%	131 54%	69 49%	60 68%	442 51%
Neither	248 25%	115 23%	132 26%	20 17%	46 27%	45 27%	36 20%	49 33%	52 24%	59 22%	70 25%	40 18%	78 33%	55 20%	70 27%	59 24%	42 30%	22 25%	213 25%

Ashcroft National Poll
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Absolutes/col percents

Table 10
Q5. Would you say you are moving towards or away from ...
- UKIP
Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1002	231	218	62	99	189	350	219	174	141	482	241
Weighted base	1002	230	217	67	101	185	358	212	177	133	472	248
Towards	224 22%	54 24%	24 11%	4 7%	93 92%	29 16%	92 26%	71 34%	35 20%	14 11%	111 23%	73 30%
Away from	530 53%	118 51%	156 72%	53 79%	3 3%	76 41%	194 54%	100 47%	107 61%	98 74%	274 58%	136 55%
Neither	248 25%	58 25%	37 17%	10 15%	5 5%	79 43%	72 20%	41 19%	35 20%	21 16%	88 19%	39 16%

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Absolutes/col percents

Table 11
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	610 61%	611 61%
No	392 39%	391 39%

Ashcroft National Poll
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Absolutes/col percents

Table 12
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	663 66%	651 65%
Owned outright - without mortgage	321 32%	331 33%
Owned with a mortgage or loan	342 34%	320 32%
NET: Renters	324 32%	337 34%
Rented from the council	92 9%	140 14%
Rented from a housing association	77 8%	62 6%
Rented from someone else	155 15%	134 13%
Rent free	15 1%	14 1%

Ashcroft National Poll
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Absolutes/col percents

Table 13
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	198 20%	210 21%
1	388 39%	421 42%
2	299 30%	281 28%
3+	117 12%	90 9%
Mean	1.44	1.34
Standard deviation	1.44	1.32
Standard error	0.05	0.04

Ashcroft National Poll
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Absolutes/col percents

Table 14
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: Working	605 60%	561 56%
Working full time - working 30 hours per week or more	466 47%	441 44%
Working part time - working between 8 and 29 hours per week	139 14%	120 12%
NET: Not Working	397 40%	441 44%
Not working but seeking work or temporarily unemployed or sick	54 5%	68 7%
Not working and not seeking work/ student	65 6%	83 8%
Retired on a state pension only	89 9%	95 9%
Retired with a private pension	160 16%	159 16%
House person, housewife, househusband, etc.	29 3%	36 4%

Ashcroft National Poll
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Absolutes/col percents

Table 15
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
NET: AB	400 40%	268 27%
A	130 13%	85 9%
B	270 27%	182 18%
C1	217 22%	278 28%
C2	166 17%	218 22%
D	95 9%	102 10%
E	124 12%	136 14%
NET: DE	219 22%	238 24%

Ashcroft National Poll
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Absolutes/col percents

Table 16
Age
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
18-24	88 9%	119 12%
25-34	153 15%	169 17%
35-44	168 17%	169 17%
45-54	201 20%	179 18%
55-64	163 16%	149 15%
65 or older	229 23%	218 22%
Average age	48.58	47.02

Ashcroft National Poll
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Absolutes/col percents

Table 17
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	499 50%	491 49%
Female	503 50%	511 51%

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Absolutes/col percents

Table 18
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1002	1002
Weighted base	1002	1002
Scotland	91 9%	90 9%
North East	39 4%	40 4%
North West	115 11%	110 11%
Yorkshire & Humberside	88 9%	90 9%
West Midlands	80 8%	90 9%
East Midlands	66 7%	70 7%
Wales	48 5%	50 5%
Eastern	99 10%	100 10%
London	134 13%	130 13%
South East	148 15%	140 14%
South West	94 9%	90 9%

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Absolutes/col percents

Table 19

**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	1002	1002
Weighted base	1002	1002
Conservative	219 22%	212 21%
Labour	174 17%	177 18%
Liberal Democrat	141 14%	133 13%
Another party	75 7%	58 6%
Didn't vote	288 29%	319 32%
Refused	64 6%	60 6%
Don't know	41 4%	43 4%