

Ashcroft National Poll

CATI Fieldwork : 1st - 3rd May 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	1001	471	530	85	158	160	206	170	222	396	254	140	211	278	251	238	143	91	858	
Weighted base	1001	489	512	119	168	172	176	148	218	270	278	218	235	271	263	241	141	85	867	
Absolutely certain to vote	(10)	630 63%	310 63%	320 62%	53 44%	100 59%	103 60%	100 57%	108 73%	166 76%	203 75%	181 65%	111 51%	134 57%	167 62%	175 67%	145 60%	84 60%	58 69%	540 62%
	(9)	49 5%	18 4%	30 6%	7 6%	6 4%	18 10%	9 5%	5 3%	5 2%	17 6%	19 7%	2 1%	11 5%	12 5%	14 5%	15 6%	4 3%	4 5%	45 5%
	(8)	60 6%	30 6%	30 6%	9 7%	10 6%	7 4%	14 8%	8 6%	12 5%	12 5%	16 6%	18 8%	13 5%	12 4%	16 6%	17 7%	13 9%	3 4%	52 6%
	(7)	27 3%	18 4%	8 2%	9 7%	8 5%	3 2%	3 2%	2 2%	1 *	7 3%	8 3%	2 1%	9 4%	7 2%	8 3%	6 3%	5 4%	1 1%	26 3%
	(6)	24 2%	12 2%	12 2%	7 6%	2 1%	6 4%	3 2%	2 1%	3 2%	2 1%	4 1%	13 6%	5 2%	10 4%	5 2%	5 2%	3 2%	1 1%	23 3%
	(5)	72 7%	22 5%	49 10%	18 15%	5 3%	17 10%	13 8%	7 5%	11 5%	6 2%	15 5%	23 11%	27 11%	24 9%	14 5%	9 4%	13 9%	11 13%	56 6%
	(4)	11 1%	4 1%	7 1%	3 2%	1 *	2 1%	4 2%	2 1%	- -	4 2%	3 1%	3 1%	1 *	5 2%	1 *	2 1%	2 1%	- -	9 1%
	(3)	13 1%	7 1%	6 1%	3 2%	3 2%	- -	3 2%	3 2%	- -	2 1%	4 2%	3 1%	3 1%	1 *	4 1%	5 2%	2 1%	1 1%	10 1%
	(2)	10 1%	5 1%	5 1%	4 3%	3 2%	- -	1 *	1 1%	2 1%	1 *	2 1%	4 2%	3 1%	6 2%	3 1%	1 *	- -	- -	10 1%
Definitely would not vote	(1)	100 10%	61 12%	39 8%	8 6%	28 17%	15 9%	25 14%	8 5%	15 7%	14 5%	22 8%	37 17%	26 11%	26 10%	19 7%	34 14%	14 10%	6 7%	90 10%
Refused		3 *	- -	3 1%	- -	2 1%	- -	1 *	- -	- -	1 *	- -	- -	2 1%	- -	2 1%	- -	1 *	- -	2 *
Don't know		3 *	2 *	2 *	- -	- -	2 1%	- -	- -	2 1%	* *	2 1%	2 1%	- -	- -	2 1%	2 1%	- -	- -	3 *
Mean		8.15	8.05	8.25	7.46	7.68	8.27	7.67	8.71	8.81	8.96	8.43	7.14	7.82	8.00	8.50	7.92	8.02	8.44	8.13
Standard deviation		3.02	3.18	2.86	2.91	3.50	2.83	3.34	2.61	2.61	2.37	2.82	3.50	3.15	3.08	2.76	3.29	3.01	2.79	3.05
Standard error		0.10	0.15	0.12	0.32	0.28	0.22	0.23	0.20	0.18	0.12	0.18	0.30	0.22	0.18	0.17	0.21	0.25	0.29	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		1001	223	218	64	96	202	293	219	194	126	526	192
Weighted base		1001	211	211	71	95	207	303	214	179	135	499	195
Absolutely certain to vote	(10)	630 63%	164 78%	161 76%	43 61%	57 60%	124 60%	156 51%	180 84%	137 77%	95 71%	398 80%	107 55%
	(9)	49 5%	11 5%	9 5%	14 20%	4 4%	7 4%	22 7%	11 5%	5 3%	11 9%	24 5%	18 9%
	(8)	60 6%	12 6%	8 4%	2 3%	8 8%	17 8%	33 11%	7 3%	11 6%	10 8%	21 4%	22 11%
	(7)	27 3%	5 2%	4 2%	5 7%	5 5%	7 4%	11 4%	4 2%	1 1%	- -	9 2%	10 5%
	(6)	24 2%	2 1%	7 3%	2 3%	6 7%	5 3%	14 4%	1 1%	1 1%	5 4%	9 2%	9 5%
	(5)	72 7%	10 5%	10 5%	2 3%	9 9%	34 17%	55 18%	12 5%	11 6%	9 6%	12 2%	25 13%
	(4)	11 1%	- -	5 3%	1 2%	2 2%	2 1%	5 2%	- -	1 *	2 1%	5 1%	3 2%
	(3)	13 1%	4 2%	3 2%	1 2%	3 3%	1 *	1 *	- -	1 *	- -	11 2%	* *
	(2)	10 1%	3 1%	2 1%	- -	2 2%	2 1%	3 1%	- -	2 1%	- -	8 2%	1 *
Definitely would not vote	(1)	100 10%	- -	- -	- -	- -	- -	- -	- -	7 4%	2 2%	- -	- -
Refused		3 *	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -
Don't know		3 *	- -	- -	- -	- -	3 2%	3 1%	- -	2 1%	- -	- -	- -
Mean		8.15	9.25	9.10	9.04	8.42	8.54	8.29	9.54	8.99	9.07	9.27	8.55
Standard deviation		3.02	1.74	1.93	1.68	2.30	2.14	2.16	1.25	2.31	1.88	1.80	1.96
Standard error		0.10	0.12	0.13	0.21	0.23	0.15	0.13	0.08	0.17	0.17	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	1001	471	530	85	158	160	206	170	222	396	254	140	211	278	251	238	143	91	858
Weighted base	1001	489	512	119	168	172	176	148	218	270	278	218	235	271	263	241	141	85	867
Conservative	211 21%	106 22%	106 21%	21 17%	35 21%	37 22%	35 20%	48 24%	22% 22%	79 29%	66 24%	42 19%	24 10%	79 29%	67 25%	36 15%	26 18%	4 4%	199 23%
Labour	211 21%	94 19%	116 23%	22 19%	42 25%	33 19%	29 16%	38 26%	46 21%	60 22%	57 21%	32 15%	62 26%	48 18%	51 20%	78 32%	22 16%	12 14%	192 22%
Liberal Democrat	71 7%	39 8%	32 6%	12 10%	9 5%	20 12%	6 3%	8 6%	15 7%	22 8%	24 9%	14 7%	10 4%	22 8%	14 5%	11 5%	14 10%	10 12%	59 7%
SNP	31 3%	16 3%	15 3%	4 3%	2 1%	7 4%	5 3%	5 3%	9 4%	13 5%	3 1%	7 3%	8 3%	-	-	-	-	31 37%	-
Plaid Cymru	4 *	2 *	2 *	1 1%	-	-	1 *	1 1%	1 *	1 *	-	1 *	1 1%	-	-	-	4 3%	-	-
The UK Independence Party	95 10%	57 12%	38 7%	17 14%	9 5%	9 6%	20 12%	19 13%	21 10%	19 7%	23 8%	22 10%	32 14%	23 8%	34 13%	21 9%	17 12%	-	85 10%
The Green Party	49 5%	25 5%	25 5%	12 10%	12 7%	10 6%	7 4%	4 3%	4 2%	18 6%	18 7%	6 3%	7 3%	20 7%	11 4%	8 3%	7 5%	3 3%	42 5%
The British National Party	3 *	2 1%	1 *	-	2 1%	1 1%	1 *	-	-	1 *	1 *	-	2 1%	1 *	1 *	1 *	1 1%	-	3 *
Another party	18 2%	9 2%	9 2%	6 5%	2 1%	6 4%	1 1%	3 2%	1 *	2 1%	3 1%	6 3%	8 3%	* *	10 4%	1 *	2 1%	4 5%	14 2%
Would not vote	100 10%	61 12%	39 8%	8 6%	28 17%	15 9%	25 14%	8 5%	15 7%	14 5%	22 8%	37 17%	26 11%	26 10%	19 7%	34 14%	14 10%	6 7%	90 10%
Refused	99 10%	40 8%	60 12%	1 1%	17 10%	13 7%	18 10%	16 11%	34 16%	24 9%	25 9%	17 8%	33 14%	26 10%	24 9%	21 9%	17 12%	11 13%	84 10%
Don't know	108 11%	39 8%	69 14%	16 14%	10 6%	20 12%	28 16%	11 7%	23 10%	19 7%	35 13%	34 15%	21 9%	26 9%	31 12%	30 12%	18 13%	3 4%	99 11%

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	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	223	218	64	96	202	293	219	194	126	526	192
Weighted base	1001	211	211	71	95	207	303	214	179	135	499	195
Conservative	211 21%	211 100%	-	-	-	-	44 14%	139 65%	9 5%	13 10%	167 34%	44 22%
Labour	211 21%	-	211 100%	-	-	-	51 17%	13 6%	111 62%	25 19%	160 32%	51 26%
Liberal Democrat	71 7%	-	-	71 100%	-	-	30 10%	5 2%	2 1%	37 27%	41 8%	30 15%
SNP	31 3%	-	-	-	-	-	4 1%	1 *	5 3%	4 3%	28 6%	4 2%
Plaid Cymru	4 *	-	-	-	-	-	1 *	-	-	-	3 1%	1 *
The UK Independence Party	95 10%	-	-	-	95 100%	-	35 12%	26 12%	13 7%	13 10%	60 12%	35 18%
The Green Party	49 5%	-	-	-	-	-	19 6%	2 1%	7 4%	11 8%	30 6%	19 10%
The British National Party	3 *	-	-	-	-	-	2 1%	-	-	-	1 *	2 1%
Another party	18 2%	-	-	-	-	-	10 3%	1 1%	6 4%	4 3%	8 2%	10 5%
Would not vote	100 10%	-	-	-	-	-	-	-	7 4%	2 2%	-	-
Refused	99 10%	-	-	-	-	99 48%	-	9 4%	4 2%	8 6%	-	-
Don't know	108 11%	-	-	-	-	108 52%	108 36%	17 8%	16 9%	18 13%	-	-

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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	277	286	43	83	92	112	102	132	259	140	64	100	161	143	128	71	59	475
Weighted base	533	272	262	59	87	97	82	88	120	176	154	95	108	144	148	123	68	50	459
Conservative	168 32%	85 31%	83 32%	14 23%	26 30%	28 29%	29 36%	29 33%	41 34%	66 38%	53 35%	30 32%	19 17%	63 44%	54 36%	30 24%	20 30%	1 2%	161 35%
Labour	162 30%	74 27%	89 34%	15 25%	35 40%	25 26%	22 26%	28 32%	38 31%	47 27%	46 30%	24 25%	46 43%	36 25%	40 27%	62 51%	14 21%	10 21%	148 32%
Liberal Democrat	54 10%	30 11%	24 9%	10 17%	5 6%	15 16%	5 7%	6 7%	12 10%	18 10%	19 12%	10 11%	7 6%	14 10%	11 7%	9 7%	11 17%	9 18%	44 10%
SNP	26 5%	14 5%	13 5%	3 5%	2 2%	6 6%	4 5%	5 5%	8 7%	12 7%	2 2%	7 7%	6 6%	- -	- -	- -	- -	26 53%	- -
Plaid Cymru	3 *	1 1%	1 *	* *	- -	- -	1 1%	1 1%	1 1%	1 1%	- -	1 1%	1 1%	- -	- -	- -	3 4%	- -	- -
The UK Independence Party	64 12%	38 14%	26 10%	6 10%	7 7%	7 7%	15 18%	13 15%	17 14%	15 8%	16 11%	14 15%	19 17%	14 10%	24 16%	15 12%	11 16%	- -	57 13%
The Green Party	40 7%	20 7%	20 8%	10 17%	9 11%	9 9%	5 6%	4 4%	3 3%	15 8%	14 9%	5 5%	6 5%	15 11%	10 7%	6 5%	6 9%	2 5%	34 7%
The British National Party	3 1%	2 1%	1 *	- -	2 2%	1 1%	* 1%	- -	- -	* *	1 1%	- -	2 2%	* *	1 1%	1 1%	1 1%	- -	3 1%
Another party	12 2%	8 3%	4 2%	2 3%	2 2%	6 6%	1 1%	2 2%	1 1%	2 1%	2 1%	5 5%	3 3%	* *	9 6%	1 1%	2 2%	1 1%	12 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	563	181	169	48	68	-	134	166	142	84	429	134
Weighted base	533	168	162	54	64	-	134	158	124	88	399	134
Conservative	168	168	-	-	-	-	33	119	8	12	135	33
	32%	100%	-	-	-	-	25%	76%	6%	14%	34%	25%
Labour	162	-	162	-	-	-	37	11	94	20	126	37
	30%	-	100%	-	-	-	27%	7%	75%	23%	31%	27%
Liberal Democrat	54	-	-	54	-	-	19	4	2	31	35	19
	10%	-	-	100%	-	-	15%	3%	1%	35%	9%	15%
SNP	26	-	-	-	-	-	2	1	5	3	24	2
	5%	-	-	-	-	-	2%	*	4%	3%	6%	2%
Plaid Cymru	3	-	-	-	-	-	*	-	-	-	2	*
	*	-	-	-	-	-	*	-	-	-	1%	*
The UK Independence Party	64	-	-	-	64	-	20	20	9	9	44	20
	12%	-	-	-	100%	-	15%	13%	7%	11%	11%	15%
The Green Party	40	-	-	-	-	-	16	2	6	10	24	16
	7%	-	-	-	-	-	12%	1%	5%	11%	6%	12%
The British National Party	3	-	-	-	-	-	2	-	-	-	1	2
	1%	-	-	-	-	-	1%	-	-	-	*	1%
Another party	12	-	-	-	-	-	5	1	2	3	8	5
	2%	-	-	-	-	-	3%	1%	1%	3%	2%	3%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	32%
Labour	30%
Liberal Democrat/ Liberal	11%
Scottish National Party/SNP	5%
Plaid Cymru	1%
The UK Independence Party	12%
The Green Party	7%
Other	3%

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Absolutes/col percents

Table 5

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

Base: All naming a party they would vote for tomorrow

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	718	352	366	66	109	117	139	130	157	315	177	85	141	210	182	160	94	72	608
Weighted base	694	350	344	94	112	124	105	113	146	214	196	130	154	193	189	156	92	64	595
Will definitely vote that way	499	268	231	59	70	89	75	83	121	166	139	99	95	145	132	115	59	46	428
	72%	77%	67%	63%	63%	72%	72%	73%	83%	78%	71%	77%	61%	75%	70%	74%	64%	73%	72%
Might end up voting differently	195	82	113	35	42	34	29	30	25	48	57	31	60	48	57	40	33	17	167
	28%	23%	33%	37%	37%	28%	28%	27%	17%	22%	29%	23%	39%	25%	30%	26%	36%	27%	28%

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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	718	223	218	64	96	-	192	196	170	101	526	192
Weighted base	694	211	211	71	95	-	195	187	152	107	499	195
Will definitely vote that way	499	167	160	41	60	-	-	148	116	72	499	-
	72%	79%	76%	58%	63%	-	-	79%	76%	67%	100%	-
Might end up voting differently	195	44	51	30	35	-	195	39	36	35	-	195
	28%	21%	24%	42%	37%	-	100%	21%	24%	33%	-	100%

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Table 6

Q5. Leaving aside the question of which party you may vote for in the election, which of these statements is closer to your own view about Britain today ...

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	1001	471	530	85	158	160	206	170	222	396	254	140	211	278	251	238	143	91	858
Weighted base	1001	489	512	119	168	172	176	148	218	270	278	218	235	271	263	241	141	85	867
Although the last few years have been difficult, the country is heading in the right direction and we need to stay on the same path	413 41%	216 44%	198 39%	38 32%	65 39%	72 42%	74 42%	60 41%	105 48%	147 54%	119 43%	74 34%	74 32%	129 47%	126 48%	78 33%	54 38%	27 31%	370 43%
The policies of the last few years have failed and it is time for a change	514 51%	233 48%	281 55%	77 65%	91 54%	72 42%	95 54%	81 55%	99 45%	113 42%	143 51%	121 55%	138 59%	121 45%	113 43%	153 63%	79 56%	49 57%	435 50%
Don't know	73 7%	40 8%	33 6%	4 3%	12 7%	28 16%	8 5%	7 5%	14 7%	11 4%	16 6%	23 11%	23 10%	22 8%	23 9%	10 4%	9 6%	10 11%	63 7%

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Table 6

Q5. Leaving aside the question of which party you may vote for in the election, which of these statements is closer to your own view about Britain today ...

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	1001	223	218	64	96	202	293	219	194	126	526	192
Weighted base	1001	211	211	71	95	207	303	214	179	135	499	195
Although the last few years have been difficult, the country is heading in the right direction and we need to stay on the same path	413 41%	188 89%	35 17%	44 62%	29 31%	78 38%	122 40%	173 81%	32 18%	56 41%	230 46%	84 43%
The policies of the last few years have failed and it is time for a change	514 51%	21 10%	168 80%	23 33%	63 66%	89 43%	161 53%	34 16%	141 79%	72 53%	255 51%	106 54%
Don't know	73 7%	2 1%	8 4%	3 5%	3 3%	40 19%	20 7%	7 3%	6 3%	7 5%	15 3%	6 3%

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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	1001	1001
Weighted base	1001	1001
Yes	637 64%	611 61%
No	364 36%	390 39%

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Table 8
Is the house or flat in which you live...?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Owners	696 70%	650 65%
Owned outright - without mortgage	327 33%	330 33%
Owned with a mortgage or loan	369 37%	320 32%
NET: Renters	283 28%	332 33%
Rented from the council	78 8%	140 14%
Rented from a housing association	64 6%	58 6%
Rented from someone else	141 14%	133 13%
Rent free	22 2%	19 2%

Ashcroft National Poll
CATI Fieldwork : 1st - 3rd May 2015

Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
None	182 18%	210 21%
1	396 40%	420 42%
2	312 31%	280 28%
3+	111 11%	90 9%
Mean	1.41	1.30
Standard deviation	1.06	1.02
Standard error	0.03	0.03

Ashcroft National Poll
CATI Fieldwork : 1st - 3rd May 2015

Absolutes/col percents

Table 10
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Working	644 64%	560 56%
Working full time - working 30 hours per week or more	483 48%	440 44%
Working part time - working between 8 and 29 hours per week	161 16%	120 12%
NET: Not Working	357 36%	441 44%
Not working but seeking work or temporarily unemployed or sick	38 4%	62 6%
Not working and not seeking work/ student	42 4%	72 7%
Retired on a state pension only	82 8%	91 9%
Retired with a private pension	157 16%	170 17%
House person, housewife, househusband, etc.	38 4%	46 5%

Ashcroft National Poll
CATI Fieldwork : 1st - 3rd May 2015

Absolutes/col percents

Table 11
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: AB	396 40%	267 27%
A	116 12%	77 8%
B	280 28%	191 19%
C1	254 25%	277 28%
C2	140 14%	218 22%
D	100 10%	101 10%
E	111 11%	137 14%
NET: DE	211 21%	238 24%

Ashcroft National Poll
CATI Fieldwork : 1st - 3rd May 2015

Absolutes/col percents

Table 12

Age**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
18-24	85 8%	119 12%
25-34	158 16%	168 17%
35-44	160 16%	168 17%
45-54	206 21%	178 18%
55-64	170 17%	149 15%
65 or older	222 22%	218 22%
Average age	48.57	47.02

Ashcroft National Poll
CATI Fieldwork : 1st - 3rd May 2015

Absolutes/col percents

Table 13
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	471 47%	490 49%
Female	530 53%	511 51%

Ashcroft National Poll
CATI Fieldwork : 1st - 3rd May 2015

Absolutes/col percents

Table 14
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
Scotland	91 9%	90 9%
North East	41 4%	40 4%
North West	109 11%	110 11%
Yorkshire & Humberside	88 9%	90 9%
West Midlands	86 9%	90 9%
East Midlands	64 6%	70 7%
Wales	52 5%	50 5%
Eastern	101 10%	100 10%
London	134 13%	130 13%
South East	144 14%	140 14%
South West	91 9%	90 9%

Ashcroft National Poll
CATI Fieldwork : 1st - 3rd May 2015

Absolutes/col percents

Table 15

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

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	219 22%	214 21%
Labour	194 19%	179 18%
Liberal Democrat	126 13%	135 13%
Another party	84 8%	58 6%
Didn't vote	278 28%	316 32%
Refused	68 7%	65 6%
Don't know	32 3%	34 3%