

## Ashcroft National Poll - Pre Election

### CATI Fieldwork : Tuesday/ Wednesday 5th/ 6th 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					
	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	3028	1537	1491	256	475	536	597	495	669	896	799	635	698	808	785	726	427	282	2593
Weighted base	3028	1474	1554	357	511	513	538	451	657	821	846	652	709	826	793	722	427	261	2618
Absolutely certain to vote/ Already have by post	(10) 2038 67%	981 67%	1058 68%	179 50%	290 57%	341 66%	380 71%	342 76%	507 77%	622 76%	589 70%	411 63%	416 59%	539 65%	549 69%	455 63%	292 68%	202 77%	1740 66%
(9)	123 4%	58 4%	65 4%	15 4%	27 5%	18 3%	18 3%	19 4%	27 4%	36 4%	33 4%	21 3%	33 5%	40 5%	25 3%	32 4%	14 3%	12 5%	105 4%
(8)	195 6%	81 5%	114 7%	42 12%	40 8%	36 7%	34 6%	17 4%	27 4%	45 6%	61 7%	45 7%	44 6%	51 6%	48 6%	57 8%	24 6%	14 5%	170 7%
(7)	84 3%	47 3%	38 2%	18 5%	25 5%	14 3%	12 2%	10 2%	6 1%	22 3%	20 2%	30 5%	13 2%	28 3%	19 2%	19 3%	15 4%	3 1%	78 3%
(6)	62 2%	37 2%	25 2%	19 5%	10 2%	12 2%	10 2%	7 2%	5 1%	20 2%	16 2%	11 2%	15 2%	18 2%	17 2%	17 2%	7 2%	3 1%	55 2%
(5)	159 5%	77 5%	81 5%	32 9%	32 6%	27 5%	28 5%	15 3%	24 4%	28 3%	39 5%	41 6%	51 7%	52 6%	36 5%	37 5%	22 5%	12 4%	144 5%
(4)	25 1%	14 1%	11 1%	8 2%	6 1%	6 1%	2 *	3 1%	- -	3 *	6 1%	5 1%	11 1%	9 1%	3 *	9 1%	4 1%	- -	25 1%
(3)	41 1%	19 1%	22 1%	12 3%	9 2%	11 2%	1 *	2 1%	5 1%	8 1%	15 2%	8 1%	10 1%	7 1%	11 1%	12 2%	8 2%	3 1%	36 1%
(2)	30 1%	14 1%	16 1%	7 2%	9 2%	4 1%	5 1%	3 1%	2 *	4 1%	7 1%	12 2%	7 1%	13 2%	3 *	9 1%	3 1%	2 1%	25 1%
Definitely would not vote	(1) 259 9%	143 10%	116 7%	27 8%	62 12%	43 8%	48 9%	31 7%	47 7%	30 4%	57 7%	67 10%	104 15%	64 8%	80 10%	70 10%	35 8%	9 4%	229 9%
Refused	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Don't know	11 *	4 *	7 *	- -	1 *	1 *	1 *	1 *	7 1%	1 *	2 *	1 *	6 1%	4 *	2 *	3 *	2 *	1 *	11 *
Mean	8.40	8.29	8.51	7.72	7.81	8.34	8.53	8.83	8.90	9.03	8.59	8.10	7.73	8.37	8.40	8.19	8.44	9.08	8.36
Standard deviation	2.86	2.97	2.76	2.94	3.21	2.89	2.83	2.59	2.56	2.18	2.68	3.06	3.36	2.83	2.95	3.00	2.84	2.18	2.89
Standard error	0.05	0.08	0.07	0.18	0.15	0.12	0.12	0.12	0.10	0.07	0.10	0.12	0.13	0.10	0.11	0.11	0.14	0.13	0.06

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**Base: All respondents**

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)		Day	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff	Tue 5th	Wed 6th
Unweighted base	3028	708	729	183	269	558	711	694	632	372	1787	429	1519	1509
Weighted base	3028	707	731	205	258	548	746	687	574	432	1762	459	1522	1506
Absolutely certain to vote/ Already have by post	(10) 2038	556	548	157	198	337	382	568	458	356	1447	254	1021	1017
	67%	79%	75%	77%	77%	62%	51%	83%	80%	82%	82%	55%	67%	68%
	(9) 123	27	37	9	11	25	49	27	20	14	63	36	68	56
	4%	4%	5%	5%	4%	5%	7%	4%	4%	3%	4%	8%	4%	4%
	(8) 195	51	50	14	11	50	83	39	36	18	92	53	98	97
	6%	7%	7%	7%	4%	9%	11%	6%	6%	4%	5%	11%	6%	6%
	(7) 84	15	21	10	7	22	42	10	11	13	38	24	47	38
	3%	2%	3%	5%	3%	4%	6%	1%	2%	3%	2%	5%	3%	3%
	(6) 62	14	18	3	3	15	31	7	6	7	27	20	22	40
	2%	2%	2%	2%	1%	3%	4%	1%	1%	2%	2%	4%	1%	3%
	(5) 159	24	38	6	22	54	96	11	22	9	55	50	83	76
	5%	3%	5%	3%	8%	10%	13%	2%	4%	2%	3%	11%	5%	5%
	(4) 25	3	8	-	1	10	17	1	1	-	5	9	11	13
	1%	*	1%	-	*	2%	2%	*	*	-	*	2%	1%	1%
	(3) 41	11	8	3	4	13	19	2	2	2	20	8	19	22
	1%	2%	1%	1%	2%	2%	3%	*	*	*	1%	2%	1%	1%
	(2) 30	7	5	2	1	11	14	2	4	4	15	5	12	18
	1%	1%	1%	1%	*	2%	2%	*	1%	1%	1%	1%	1%	1%
Definitely would not vote	(1) 259	-	-	-	-	-	-	17	12	10	-	-	134	124
	9%	-	-	-	-	-	-	3%	2%	2%	-	-	9%	8%
Refused	1	-	-	-	-	1	-	1	-	-	-	-	1	-
	*	-	-	-	-	*	-	*	-	-	-	-	*	-
Don't know	11	-	-	-	-	11	11	1	2	-	-	-	6	6
	*	-	-	-	-	2%	2%	*	*	-	-	-	*	*
Mean	8.40	9.30	9.18	9.27	9.16	8.59	8.23	9.40	9.26	9.33	9.41	8.48	8.41	8.40
Standard deviation	2.86	1.64	1.71	1.63	1.79	2.22	2.29	1.74	1.87	1.84	1.52	2.10	2.87	2.86
Standard error	0.05	0.06	0.06	0.12	0.11	0.09	0.09	0.07	0.07	0.10	0.04	0.10	0.07	0.07

**Ashcroft National Poll - Pre Election**  
**CATI Fieldwork : Tuesday/ Wednesday 5th/ 6th May 2015**

Absolutes/col percents

Table 2  
**Q.2 At the general election on Thursday, which party will 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	3028	1537	1491	256	475	536	597	495	669	896	799	635	698	808	785	726	427	282	2593	
Weighted base	3028	1474	1554	357	511	513	538	451	657	821	846	652	709	826	793	722	427	261	2618	
Conservative	707 23%	362 25%	345 22%	65 18%	103 20%	115 22%	124 23%	111 25%	189 29%	254 31%	207 24%	148 23%	98 14%	220 27%	209 26%	146 20%	111 26%	21 8%	655 25%	
Labour	731 24%	340 23%	391 25%	107 30%	140 27%	128 25%	124 23%	99 22%	133 20%	200 24%	175 21%	156 24%	201 28%	190 23%	162 20%	244 34%	89 21%	46 18%	646 25%	
Liberal Democrat	205 7%	92 6%	113 7%	21 6%	35 7%	35 7%	37 7%	34 7%	44 7%	73 9%	75 9%	26 4%	32 4%	66 8%	54 7%	33 5%	40 9%	12 5%	190 7%	
SNP	110 4%	60 4%	49 3%	16 5%	25 5%	19 4%	23 4%	16 4%	12 2%	30 4%	34 4%	26 4%	19 3%	-	-	-	-	110 42%	-	
Plaid Cymru	18 1%	13 1%	5 *	2 1%	1 *	2 *	5 1%	5 1%	3 *	4 1%	4 *	5 1%	4 1%	-	-	-	18 4%	-	-	
The UK Independence Party	258 9%	157 11%	101 7%	20 6%	33 6%	39 8%	52 10%	39 9%	74 11%	44 5%	64 8%	79 12%	71 10%	63 8%	79 10%	72 10%	41 10%	2 1%	244 9%	
The Green Party	149 5%	65 4%	84 5%	36 10%	41 8%	32 6%	13 2%	20 4%	7 1%	44 5%	54 6%	25 4%	27 4%	55 7%	47 6%	22 3%	21 5%	4 2%	140 5%	
The British National Party	4 *	1 *	3 *	2 *	-	1 *	1 *	-	-	-	-	1 *	3 *	-	2 *	2 *	1 *	-	4 *	
Another party	39 1%	23 2%	16 1%	10 3%	4 1%	6 1%	8 2%	6 1%	4 1%	10 1%	9 1%	14 2%	6 1%	14 2%	11 1%	7 1%	4 1%	3 1%	35 1%	
Would not vote	259 9%	143 10%	116 7%	27 8%	62 12%	43 8%	48 9%	31 7%	47 7%	30 4%	57 7%	67 10%	104 15%	64 8%	80 10%	70 10%	35 8%	9 4%	229 9%	
Refused	261 9%	108 7%	153 10%	10 3%	23 4%	32 6%	44 8%	55 12%	97 15%	66 8%	81 10%	38 6%	76 11%	71 9%	70 9%	60 8%	34 8%	27 10%	224 9%	
Don't know	287 9%	110 7%	177 11%	41 11%	44 9%	60 12%	60 11%	34 7%	48 7%	65 8%	88 10%	66 10%	69 10%	83 10%	78 10%	66 9%	34 8%	26 10%	251 10%	

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	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)		Day	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def	Might	Tue 5th	Wed 6th
											vote that way	vote diff		
Unweighted base	3028	708	729	183	269	558	711	694	632	372	1787	429	1519	1509
Weighted base	3028	707	731	205	258	548	746	687	574	432	1762	459	1522	1506
Conservative	707 23%	707 100%	-	-	-	-	135 18%	455 66%	29 5%	53 12%	571 32%	135 30%	337 22%	369 25%
Labour	731 24%	-	731 100%	-	-	-	145 19%	30 4%	378 66%	85 20%	587 33%	145 32%	359 24%	373 25%
Liberal Democrat	205 7%	-	-	205 100%	-	-	66 9%	14 2%	13 2%	129 30%	139 8%	66 14%	114 8%	91 6%
SNP	110 4%	-	-	-	-	-	11 2%	1 *	21 4%	11 3%	98 6%	11 2%	53 4%	56 4%
Plaid Cymru	18 1%	-	-	-	-	-	5 1%	2 *	3 1%	5 1%	13 1%	5 1%	9 1%	9 1%
The UK Independence Party	258 9%	-	-	-	258 100%	-	41 5%	73 11%	40 7%	24 6%	217 12%	41 9%	149 10%	108 7%
The Green Party	149 5%	-	-	-	-	-	38 5%	12 2%	12 2%	46 11%	111 6%	38 8%	83 5%	67 4%
The British National Party	4 *	-	-	-	-	-	1 *	-	-	-	3 *	1 *	1 *	3 *
Another party	39 1%	-	-	-	-	-	17 2%	8 1%	3 1%	5 1%	22 1%	17 4%	15 1%	24 2%
Would not vote	259 9%	-	-	-	-	-	-	17 3%	12 2%	10 2%	-	-	134 9%	124 8%
Refused	261 9%	-	-	-	-	261 48%	-	36 5%	21 4%	18 4%	-	-	118 8%	144 10%
Don't know	287 9%	-	-	-	-	287 52%	287 38%	39 6%	40 7%	45 10%	-	-	148 10%	139 9%

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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	1755	914	841	142	267	303	346	299	398	584	468	364	339	458	450	408	256	184	1483
Weighted base	1753	873	880	196	288	295	311	274	389	539	498	370	345	471	455	406	255	167	1501
Conservative	567 32%	289 33%	278 32%	45 23%	77 27%	90 31%	100 32%	95 35%	161 42%	207 38%	167 34%	119 32%	75 22%	177 38%	171 38%	115 28%	87 34%	18 11%	526 35%
Labour	572 33%	263 30%	309 35%	76 39%	101 35%	101 34%	104 33%	81 30%	109 28%	162 30%	143 29%	116 31%	152 44%	143 30%	133 29%	188 46%	68 27%	41 24%	501 33%
Liberal Democrat	164 9%	71 8%	93 11%	15 8%	29 10%	26 9%	29 9%	27 10%	37 9%	61 11%	58 12%	21 6%	24 7%	51 11%	43 9%	26 6%	33 13%	11 6%	150 10%
SNP	91 5%	50 6%	41 5%	11 6%	21 7%	15 5%	20 6%	14 5%	10 2%	25 5%	29 6%	21 6%	15 4%	-	-	-	-	91 54%	-
Plaid Cymru	14 1%	10 1%	5 1%	1 1%	1 *	2 1%	3 1%	4 2%	2 1%	4 1%	4 1%	4 1%	3 1%	-	-	-	14 6%	-	-
The UK Independence Party	200 11%	127 15%	74 8%	15 8%	22 8%	29 10%	40 13%	32 12%	62 16%	36 7%	49 10%	62 17%	53 15%	49 10%	63 14%	56 14%	31 12%	2 1%	190 13%
The Green Party	117 7%	49 6%	67 8%	27 14%	33 12%	26 9%	9 3%	16 6%	5 1%	37 7%	44 9%	18 5%	18 5%	44 9%	36 8%	16 4%	17 7%	4 2%	108 7%
The British National Party	2 *	* *	2 *	1 *	- *	1 *	* *	- *	- *	- *	- *	* *	2 1%	- *	1 *	* *	1 *	- *	2 *
Another party	26 2%	15 2%	11 1%	5 3%	3 1%	5 2%	6 2%	4 1%	3 1%	9 2%	4 1%	9 2%	4 1%	8 2%	9 2%	4 1%	4 1%	2 1%	24 2%

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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)		Day	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff	Tue 5th	Wed 6th	
Unweighted base	1755	570	572	145	210	-	290	512	455	259	1466	290	889	866	
Weighted base	1753	567	572	164	200	-	312	507	413	302	1441	312	887	865	
Conservative	567 32%	567 100%	-	-	-	-	90 29%	391 77%	25 6%	44 15%	477 33%	90 29%	271 30%	296 34%	
Labour	572 33%	-	572 100%	-	-	-	96 31%	27 5%	313 76%	73 24%	476 33%	96 31%	280 32%	292 34%	
Liberal Democrat	164 9%	-	-	164 100%	-	-	49 16%	11 2%	9 2%	111 37%	114 8%	49 16%	93 10%	71 8%	
SNP	91 5%	-	-	-	-	-	8 3%	1 *	17 4%	9 3%	83 6%	8 3%	43 5%	48 6%	
Plaid Cymru	14 1%	-	-	-	-	-	4 1%	1 *	3 1%	4 1%	11 1%	4 1%	7 1%	7 1%	
The UK Independence Party	200 11%	-	-	-	200 100%	-	26 8%	62 12%	34 8%	19 6%	174 12%	26 8%	118 13%	82 9%	
The Green Party	117 7%	-	-	-	-	-	26 8%	10 2%	10 2%	40 13%	90 6%	26 8%	65 7%	52 6%	
The British National Party	2 *	-	-	-	-	-	1 *	-	-	-	1 *	1 *	1 *	1 *	
Another party	26 2%	-	-	-	-	-	12 4%	5 1%	3 1%	2 1%	14 1%	12 4%	10 1%	16 2%	

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Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	33%
Labour	33%
Liberal Democrat/ Liberal	10%
Scottish National Party/SNP	5%
Plaid Cymru	1%
The UK Independence Party	11%
The Green Party	6%
Other	2%

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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**

	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	2216	1156	1060	204	354	393	429	361	475	713	581	469	453	591	559	528	322	216	1890
Weighted base	2221	1113	1108	279	382	378	386	331	466	659	620	481	461	608	564	525	324	199	1914
Will definitely vote that way	1762 79%	901 81%	861 78%	190 68%	263 69%	297 79%	318 82%	285 86%	409 88%	527 80%	481 77%	387 81%	367 80%	484 80%	434 77%	413 79%	257 79%	174 87%	1499 78%
Might end up voting differently	459 21%	212 19%	247 22%	89 32%	119 31%	81 21%	68 18%	46 14%	57 12%	133 20%	140 23%	93 19%	94 20%	125 20%	130 23%	113 21%	67 21%	25 13%	415 22%



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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)		Day	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff	Tue 5th	Wed 6th
Unweighted base	2216	708	729	183	269	-	429	599	549	307	1787	429	1120	1096
Weighted base	2221	707	731	205	258	-	459	595	500	359	1762	459	1121	1100
Will definitely vote that way	1762	571	587	139	217	-	-	504	426	268	1762	-	883	879
	79%	81%	80%	68%	84%	-	-	85%	85%	75%	100%	-	79%	80%
Might end up voting differently	459	135	145	66	41	-	459	91	74	91	-	459	238	221
	21%	19%	20%	32%	16%	-	100%	15%	15%	25%	-	100%	21%	20%

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Absolutes/col percents

Table 6

**Q5. You say you have definitely decided how you'll vote/ have voted already. When did you finally decide which party to vote for?**

**Base: All with definite voting intention**

	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	1787	953	834	141	248	310	356	313	419	580	460	383	364	475	440	420	262	190	1505
Weighted base	1762	901	861	190	263	297	318	285	409	527	481	387	367	484	434	413	257	174	1499
NET: Within last month	613	282	331	89	102	122	108	92	100	204	176	118	115	177	152	134	101	50	529
	35%	31%	39%	47%	39%	41%	34%	32%	25%	39%	37%	31%	31%	37%	35%	32%	39%	29%	35%
NET: More than a month ago	1149	620	529	102	161	175	210	193	308	323	305	269	252	307	282	279	157	124	970
	65%	69%	61%	53%	61%	59%	66%	68%	75%	61%	63%	69%	69%	63%	65%	68%	61%	71%	65%
In the last few days	116	54	62	21	17	17	31	12	17	34	33	26	23	39	29	25	19	3	102
	7%	6%	7%	11%	7%	6%	10%	4%	4%	6%	7%	7%	6%	8%	7%	6%	7%	2%	7%
In the last week	159	69	90	29	20	33	29	23	25	51	50	25	33	37	36	49	25	12	144
	9%	8%	10%	15%	8%	11%	9%	8%	6%	10%	10%	6%	9%	8%	8%	12%	10%	7%	10%
In the last month	338	159	179	39	65	72	47	58	59	119	92	68	59	100	86	60	56	35	283
	19%	18%	21%	20%	25%	24%	15%	20%	14%	23%	19%	17%	16%	21%	20%	15%	22%	20%	19%
Since the beginning of the year	241	141	100	33	46	41	39	33	48	70	53	69	48	66	62	49	36	28	203
	14%	16%	12%	17%	17%	14%	12%	11%	12%	13%	11%	18%	13%	14%	14%	12%	14%	16%	14%
Longer than a year ago	307	183	124	33	47	46	58	50	74	91	82	78	56	77	80	68	37	45	251
	17%	20%	14%	17%	18%	16%	18%	17%	18%	17%	17%	20%	15%	16%	19%	16%	14%	26%	17%
I have always known how I would end up voting	601	295	305	36	68	88	113	111	185	162	170	122	147	163	140	162	84	51	516
	34%	33%	35%	19%	26%	29%	36%	39%	45%	31%	35%	32%	40%	34%	32%	39%	33%	29%	34%

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Absolutes/col percents

Table 6

**Q5. You say you have definitely decided how you'll vote/ have voted already. When did you finally decide which party to vote for?**

**Base: All with definite voting intention**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)		Day	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff	Tue 5th	Wed 6th
Unweighted base	1787	583	593	126	231	-	-	514	470	230	1787	-	894	893
Weighted base	1762	571	587	139	217	-	-	504	426	268	1762	-	883	879
NET: Within last month	613 35%	171 30%	192 33%	74 53%	68 32%	-	-	137 27%	118 28%	142 53%	613 35%	-	307 35%	306 35%
NET: More than a month ago	1149 65%	400 70%	395 67%	65 47%	148 68%	-	-	367 73%	308 72%	126 47%	1149 65%	-	576 65%	573 65%
In the last few days	116 7%	30 5%	44 8%	11 8%	10 5%	-	-	26 5%	17 4%	20 7%	116 7%	-	50 6%	66 7%
In the last week	159 9%	46 8%	45 8%	23 17%	15 7%	-	-	31 6%	37 9%	37 14%	159 9%	-	81 9%	78 9%
In the last month	338 19%	95 17%	103 17%	40 29%	43 20%	-	-	80 16%	64 15%	85 32%	338 19%	-	176 20%	163 18%
Since the beginning of the year	241 14%	78 14%	48 8%	10 7%	56 26%	-	-	78 15%	37 9%	36 13%	241 14%	-	124 14%	117 13%
Longer than a year ago	307 17%	76 13%	81 14%	22 16%	72 33%	-	-	75 15%	63 15%	52 19%	307 17%	-	158 18%	149 17%
I have always known how I would end up voting	601 34%	246 43%	266 45%	33 24%	20 9%	-	-	214 42%	207 49%	39 14%	601 34%	-	294 33%	307 35%

## Ashcroft National Poll - Pre Election

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Absolutes/col percents

Table 7

**Q6. After the General Election this week it may be that neither Labour nor the Conservatives will have enough MPs to form a government on their own, and more than one party will need to work together. Would you be happy or unhappy to see each of the following parties having a major say in what happens after the 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	3028	1537	1491	256	475	536	597	495	669	896	799	635	698	808	785	726	427	282	2593
Weighted base	3028	1474	1554	357	511	513	538	451	657	821	846	652	709	826	793	722	427	261	2618
<b>Green Party</b>																			
Happy	1459	714	745	232	279	283	268	200	196	457	420	282	300	431	371	321	195	141	1249
	48%	48%	48%	65%	55%	55%	50%	44%	30%	56%	50%	43%	42%	52%	47%	44%	46%	54%	48%
Unhappy	1335	672	663	105	179	196	231	222	402	330	356	325	324	311	367	339	207	110	1155
	44%	46%	43%	30%	35%	38%	43%	49%	61%	40%	42%	50%	46%	38%	46%	47%	48%	42%	44%
Don't know	235	89	146	19	53	34	40	29	59	34	71	44	85	83	54	61	26	11	215
	8%	6%	9%	5%	10%	7%	7%	7%	9%	4%	8%	7%	12%	10%	7%	8%	6%	4%	8%
<b>Liberal Democrats</b>																			
Happy	1632	812	820	162	290	296	307	246	331	524	479	325	304	472	445	363	232	120	1447
	54%	55%	53%	45%	57%	58%	57%	54%	50%	64%	57%	50%	43%	57%	56%	50%	54%	46%	55%
Unhappy	1178	571	607	177	181	186	186	178	271	257	303	288	330	288	295	308	164	123	983
	39%	39%	39%	49%	35%	36%	35%	39%	41%	31%	36%	44%	47%	35%	37%	43%	38%	47%	38%
Don't know	218	91	127	18	40	31	45	28	55	40	64	38	76	66	53	50	31	19	188
	7%	6%	8%	5%	8%	6%	8%	6%	8%	5%	8%	6%	11%	8%	7%	7%	7%	7%	7%
<b>Plaid Cymru</b>																			
Happy	906	480	426	134	143	181	154	141	153	277	265	165	200	231	209	187	170	110	710
	30%	33%	27%	37%	28%	35%	29%	31%	23%	34%	31%	25%	28%	28%	26%	26%	40%	42%	27%
Unhappy	1670	823	847	159	274	253	301	259	423	456	455	376	384	448	461	429	211	122	1492
	55%	56%	55%	45%	54%	49%	56%	57%	64%	56%	54%	58%	54%	54%	58%	59%	49%	47%	57%
Don't know	451	171	280	64	94	79	82	51	81	88	126	111	126	147	122	106	46	29	416
	15%	12%	18%	18%	18%	15%	15%	11%	12%	11%	15%	17%	18%	18%	15%	15%	11%	11%	16%

## Ashcroft National Poll - Pre Election

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Absolutes/col percents

Table 7

**Q6. After the General Election this week it may be that neither Labour nor the Conservatives will have enough MPs to form a government on their own, and more than one party will need to work together. Would you be happy or unhappy to see each of the following parties having a major say in what happens after the election...**

**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
Weighted base	3028	1474	1554	357	511	513	538	451	657	821	846	652	709	826	793	722	427	261	2618
<b>UKIP (The UK Independence Party)</b>																			
Happy	997	528	469	85	137	163	206	165	241	207	246	276	268	253	283	252	160	49	893
	33%	36%	30%	24%	27%	32%	38%	37%	37%	25%	29%	42%	38%	31%	36%	35%	37%	19%	34%
Unhappy	1835	864	971	254	338	324	292	255	371	583	548	341	362	504	469	424	240	198	1556
	61%	59%	62%	71%	66%	63%	54%	57%	57%	71%	65%	52%	51%	61%	59%	59%	56%	76%	59%
Don't know	196	82	114	18	36	27	40	31	45	31	52	35	79	68	41	46	27	14	169
	6%	6%	7%	5%	7%	5%	7%	7%	7%	4%	6%	5%	11%	8%	5%	6%	6%	5%	6%
<b>SNP (The Scottish National Party)</b>																			
Happy	860	421	440	136	172	159	149	126	118	242	252	166	200	235	168	173	110	174	639
	28%	29%	28%	38%	34%	31%	28%	28%	18%	30%	30%	25%	28%	28%	21%	24%	26%	66%	24%
Unhappy	1891	946	944	185	284	305	335	294	489	530	508	433	419	500	547	484	284	75	1727
	62%	64%	61%	52%	55%	59%	62%	65%	74%	65%	60%	66%	59%	61%	69%	67%	67%	29%	66%
Don't know	277	107	170	36	55	50	55	32	50	48	86	53	91	91	78	64	32	12	253
	9%	7%	11%	10%	11%	10%	10%	10%	8%	6%	10%	8%	13%	11%	10%	9%	8%	5%	10%
<b>SDLP (The Social Democratic and Labour Party - Northern Ireland)</b>																			
Happy	803	439	363	123	148	128	137	115	151	226	229	155	192	240	183	175	113	91	671
	27%	30%	23%	34%	29%	25%	25%	26%	23%	28%	27%	24%	27%	29%	23%	24%	27%	35%	26%
Unhappy	1770	834	936	172	271	311	324	275	417	489	482	415	384	446	496	449	250	129	1556
	58%	57%	60%	48%	53%	61%	60%	61%	63%	60%	57%	64%	54%	54%	63%	62%	59%	49%	59%
Don't know	456	201	255	62	92	74	77	61	90	106	135	82	133	140	113	98	64	41	391
	15%	14%	16%	17%	18%	14%	14%	14%	14%	13%	16%	13%	19%	17%	14%	14%	15%	16%	15%

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Absolutes/col percents

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**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
Weighted base	3028	1474	1554	357	511	513	538	451	657	821	846	652	709	826	793	722	427	261	2618
<b>DUP (The Democratic Unionist Party - Northern Ireland)</b>																			
Happy	581	337	244	94	103	94	105	72	113	184	152	118	126	167	142	109	102	60	486
	19%	23%	16%	26%	20%	18%	19%	16%	17%	22%	18%	18%	18%	20%	18%	15%	24%	23%	19%
Unhappy	1920	944	976	189	316	332	331	313	438	532	542	421	425	492	509	493	266	159	1668
	63%	64%	63%	53%	62%	65%	61%	69%	67%	65%	64%	65%	60%	60%	64%	68%	62%	61%	64%
Don't know	528	194	334	74	93	86	103	66	107	105	153	112	158	167	142	119	58	41	465
	17%	13%	21%	21%	18%	17%	19%	15%	16%	13%	18%	17%	22%	20%	18%	17%	14%	16%	18%

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**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)		Day	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff	Tue 5th	Wed 6th
Unweighted base	3028	708	729	183	269	558	711	694	632	372	1787	429	1519	1509
Weighted base	3028	707	731	205	258	548	746	687	574	432	1762	459	1522	1506
<b><u>Green Party</u></b>														
Happy	1459	227	458	130	73	217	408	203	317	299	866	279	747	711
	48%	32%	63%	64%	28%	39%	55%	30%	55%	69%	49%	61%	49%	47%
Unhappy	1335	455	234	69	173	234	257	454	222	123	836	153	672	663
	44%	64%	32%	34%	67%	43%	34%	66%	39%	28%	47%	33%	44%	44%
Don't know	235	25	40	5	12	97	81	30	35	10	59	27	102	132
	8%	4%	5%	3%	5%	18%	11%	4%	6%	2%	3%	6%	7%	9%
<b><u>Liberal Democrats</u></b>														
Happy	1632	448	387	200	90	274	455	406	283	340	989	290	824	808
	54%	63%	53%	98%	35%	50%	61%	59%	49%	79%	56%	63%	54%	54%
Unhappy	1178	240	312	5	155	181	233	260	264	78	710	153	585	594
	39%	34%	43%	2%	60%	33%	31%	38%	46%	18%	40%	33%	38%	39%
Don't know	218	19	32	-	12	93	59	20	27	14	62	16	113	105
	7%	3%	4%	-	5%	17%	8%	3%	5%	3%	4%	3%	7%	7%
<b><u>Plaid Cymru</u></b>														
Happy	906	131	311	72	51	123	227	148	227	172	583	150	454	453
	30%	19%	43%	35%	20%	22%	30%	22%	40%	40%	33%	33%	30%	30%
Unhappy	1670	514	329	104	182	278	370	485	276	207	1002	245	850	820
	55%	73%	45%	51%	71%	51%	50%	71%	48%	48%	57%	53%	56%	54%
Don't know	451	62	91	29	25	147	149	54	70	53	177	64	218	233
	15%	9%	12%	14%	10%	27%	20%	8%	12%	12%	10%	14%	14%	15%

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Absolutes/col percents

Table 7

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**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)		Day	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff	Tue 5th	Wed 6th
Weighted base	3028	707	731	205	258	548	746	687	574	432	1762	459	1522	1506
<b>UKIP (The UK Independence Party)</b>														
Happy	997	249	135	29	247	188	240	304	144	82	569	141	516	481
	33%	35%	18%	14%	96%	34%	32%	44%	25%	19%	32%	31%	34%	32%
Unhappy	1835	431	564	169	9	286	440	356	410	339	1145	291	923	912
	61%	61%	77%	83%	4%	52%	59%	52%	71%	78%	65%	63%	61%	61%
Don't know	196	27	32	7	1	75	66	27	20	11	48	27	83	114
	6%	4%	4%	3%	1%	14%	9%	4%	3%	3%	3%	6%	5%	8%
<b>SNP (The Scottish National Party)</b>														
Happy	860	73	283	69	38	114	221	75	210	169	542	149	434	426
	28%	10%	39%	34%	15%	21%	30%	11%	37%	39%	31%	32%	29%	28%
Unhappy	1891	609	385	123	209	326	435	587	313	241	1123	286	959	931
	62%	86%	53%	60%	81%	59%	58%	86%	55%	56%	64%	62%	63%	62%
Don't know	277	25	63	13	10	109	90	25	51	22	97	25	128	150
	9%	4%	9%	6%	4%	20%	12%	4%	9%	5%	6%	5%	8%	10%
<b>SDLP (The Social Democratic and Labour Party - Northern Ireland)</b>														
Happy	803	111	289	66	46	101	192	107	213	150	517	132	413	390
	27%	16%	39%	32%	18%	18%	26%	16%	37%	35%	29%	29%	27%	26%
Unhappy	1770	536	346	107	192	303	412	525	277	226	1052	267	903	866
	58%	76%	47%	52%	74%	55%	55%	76%	48%	52%	60%	58%	59%	58%
Don't know	456	59	96	32	20	144	143	55	84	57	193	60	206	250
	15%	8%	13%	16%	8%	26%	19%	8%	15%	13%	11%	13%	14%	17%



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Absolutes/col percents

Table 7

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**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)		Day	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff	Tue 5th	Wed 6th
Weighted base	3028	707	731	205	258	548	746	687	574	432	1762	459	1522	1506
<b>DUP (The Democratic Unionist Party - Northern Ireland)</b>														
Happy	581	154	145	48	43	77	139	142	106	88	369	93	304	277
	19%	22%	20%	23%	17%	14%	19%	21%	18%	20%	21%	20%	20%	18%
Unhappy	1920	474	482	124	188	311	442	477	385	273	1165	293	972	947
	63%	67%	66%	61%	73%	57%	59%	69%	67%	63%	66%	64%	64%	63%
Don't know	528	78	104	33	27	161	165	68	83	72	227	73	245	282
	17%	11%	14%	16%	10%	29%	22%	10%	14%	17%	13%	16%	16%	19%

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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	3028	3028
Weighted base	3028	3028
Yes	1822 60%	1847 61%
No	1206 40%	1181 39%

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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	3028	3028
Weighted base	3028	3028
NET: Owners	1933 64%	1968 65%
Owned outright - without mortgage	963 32%	999 33%
Owned with a mortgage or loan	970 32%	968 32%
NET: Renters	1019 34%	1003 33%
Rented from the council	310 10%	424 14%
Rented from a housing association	236 8%	178 6%
Rented from someone else	473 16%	401 13%
Rent free	76 3%	57 2%

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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	3028	3028
Weighted base	3028	3028
None	617 20%	636 21%
1	1169 39%	1272 42%
2	891 29%	848 28%
3+	351 12%	272 9%
Mean	1.40	1.31
Standard deviation	1.24	1.15
Standard error	0.02	0.02

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Absolutes/col percents

Table 11  
**Current working status**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	3028	3028
Weighted base	3028	3028
NET: Working	1774 59%	1695 56%
Working full time - working 30 hours per week or more	1353 45%	1332 44%
Working part time - working between 8 and 29 hours per week	421 14%	363 12%
NET: Not Working	1254 41%	1333 44%
Not working but seeking work or temporarily unemployed or sick	221 7%	242 8%
Not working and not seeking work/ student	152 5%	195 6%
Retired on a state pension only	264 9%	273 9%
Retired with a private pension	480 16%	474 16%
House person, housewife, househusband, etc.	137 5%	150 5%

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Absolutes/col percents

Table 12  
**SEG**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	3028	3028
Weighted base	3028	3028
NET: AB	896 30%	810 27%
A	269 9%	238 8%
B	627 21%	572 19%
C1	799 26%	839 28%
C2	635 21%	660 22%
D	321 11%	324 11%
E	377 12%	395 13%
NET: DE	698 23%	719 24%

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Absolutes/col percents

Table 13  
**Age**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	3028	3028
Weighted base	3028	3028
18-24	256 8%	360 12%
25-34	475 16%	509 17%
35-44	536 18%	510 17%
45-54	597 20%	540 18%
55-64	495 16%	450 15%
65 or older	669 22%	660 22%
Average age	48.35	47.02

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Absolutes/col percents

Table 14  
**Gender**  
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	3028	3028
Weighted base	3028	3028
Male	1537 51%	1484 49%
Female	1491 49%	1544 51%



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Absolutes/col percents

Table 15  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	3028	3028
Weighted base	3028	3028
Scotland	282 9%	273 9%
North East	121 4%	121 4%
North West	328 11%	333 11%
Yorkshire & Humberside	277 9%	273 9%
West Midlands	261 9%	273 9%
East Midlands	214 7%	212 7%
Wales	153 5%	151 5%
Eastern	310 10%	303 10%
London	394 13%	394 13%
South East	414 14%	424 14%
South West	274 9%	273 9%

**Ashcroft National Poll - Pre Election**  
**CATI Fieldwork : Tuesday/ Wednesday 5th/ 6th May 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	3028	3028
Weighted base	3028	3028
Conservative	694 23%	687 23%
Labour	632 21%	574 19%
Liberal Democrat	372 12%	432 14%
Another party	229 8%	187 6%
Didn't vote	808 27%	858 28%
Refused	156 5%	148 5%
Don't know	137 5%	143 5%