### Table 1

Q.1 Have you already cast your vote in the General Election which will be held on Thursday 7th May?/
Did you vote in the General Election held today across the United Kingdom?
Base: All respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td>Scot-</td>
</tr>
<tr>
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<td></td>
<td></td>
<td>land</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>Male</td>
<td>Female</td>
<td>18-24</td>
</tr>
<tr>
<td>Base</td>
<td>12253</td>
<td>6008</td>
<td>6245</td>
</tr>
<tr>
<td>Yes, by post</td>
<td>3855</td>
<td>1804</td>
<td>2051</td>
</tr>
<tr>
<td></td>
<td>31%</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Yes, in person</td>
<td>8355</td>
<td>4182</td>
<td>4173</td>
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<td>68%</td>
<td>70%</td>
<td>67%</td>
</tr>
<tr>
<td>Yes, by proxy</td>
<td>43</td>
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<td>*</td>
<td>*</td>
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</tr>
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Lord Ashcroft
## General Election Day Poll

**CATI & Online Fieldwork: 5th-7th May 2015**

**Absolutes/col percents**

<table>
<thead>
<tr>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>On polling day</td>
<td>In the last few days</td>
<td>In the last week</td>
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<tr>
<td>Base: All respondents</td>
<td>Total</td>
<td>Con</td>
<td>Lab</td>
</tr>
<tr>
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<td>3694</td>
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<td>Yes, by post</td>
<td>3855</td>
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</tr>
<tr>
<td>No</td>
<td>43</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>No, by proxy</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
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</table>

*Lord Ashcroft*
### Table 1

**Q.1 Have you already cast your vote in the General Election which will be held on Thursday 7th May?**

**Did you vote in the General Election held today across the United Kingdom?**

**Base: All respondents**

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felt</td>
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<td>Not expecting</td>
<td>Needed</td>
<td>Never</td>
<td>White BME Other None Motives</td>
<td>CATI Online</td>
</tr>
<tr>
<td></td>
<td>to</td>
<td>to</td>
<td>but no</td>
<td>a more</td>
<td>Private Charity profit</td>
<td></td>
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<tr>
<td></td>
<td>Little</td>
<td>Less</td>
<td>Needed</td>
<td>Never</td>
<td>Char-</td>
<td>Pol-</td>
</tr>
<tr>
<td></td>
<td>than</td>
<td>than</td>
<td>to</td>
<td>to</td>
<td>ity/</td>
<td>ices</td>
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<tr>
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<td>needed</td>
<td>needed</td>
<td>not-for</td>
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<td>employed</td>
<td>employed</td>
<td>profit</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td>4480</td>
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<td>3098</td>
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<tr>
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</table>
### Table 2
**Q.2 Which party did you vote for?**
**Base: All respondents**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
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<tbody>
<tr>
<td>Total</td>
<td>Male</td>
<td>Female</td>
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<td>6245</td>
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<td>1993</td>
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<td>1672</td>
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<td>1108</td>
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<td>575</td>
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<td>632</td>
<td>275</td>
<td>357</td>
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<td>319</td>
<td>289</td>
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<td>40</td>
<td>40</td>
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<td>The British National Party</td>
<td>8</td>
<td>5</td>
<td>3</td>
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<tr>
<td>Another party</td>
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<td>156</td>
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**Absolutes/col percents**

Lord Ashcroft
**General Election Day Poll**  
CATI & Online Fieldwork: 5th-7th May 2015

### Q.2 Which party did you vote for?
**Base: All respondents**

<table>
<thead>
<tr>
<th></th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>Since the beginning of the year</th>
<th>Longer than a year ago</th>
<th>Always known</th>
<th>2010 Vote</th>
<th>Best PM</th>
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<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Con</td>
<td>LibDem</td>
<td>UKIP</td>
<td>Green</td>
<td>SNP</td>
<td>Plaid Cymru</td>
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<tr>
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<td>3996</td>
<td>3694</td>
<td>1108</td>
<td>1672</td>
<td>632</td>
<td>608</td>
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<td>Conservative</td>
<td>3996</td>
<td>100%</td>
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<td>-</td>
<td>-</td>
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<td>-</td>
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<td>Labour</td>
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<td>-</td>
<td>-</td>
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<td>-</td>
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<td>-</td>
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<td>-</td>
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</tbody>
</table>

Lord Ashcroft
### General Election Day Poll

**CATI & Online Fieldwork: 5th-7th May 2015**

**Table 2**

Q.2 Which party did you vote for?

*Base: All respondents*

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not feeling</td>
<td>Felt</td>
<td>Not</td>
<td>Still</td>
<td>Need</td>
<td>but</td>
<td>More</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Public</td>
<td></td>
</tr>
<tr>
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<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3680</td>
</tr>
<tr>
<td>Conservative</td>
<td>3996</td>
<td>1972</td>
<td>1576</td>
<td>448</td>
<td>3339</td>
<td>571</td>
</tr>
<tr>
<td>Labour</td>
<td>3694</td>
<td>368</td>
<td>1396</td>
<td>1930</td>
<td>628</td>
<td>1571</td>
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<td>297</td>
<td>523</td>
<td>852</td>
<td>773</td>
<td>568</td>
</tr>
<tr>
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<td>294</td>
<td>460</td>
<td>354</td>
<td>503</td>
<td>431</td>
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<tr>
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<td>632</td>
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<td>167</td>
<td>374</td>
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<td>165</td>
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</table>

**Lord Ashcroft**
### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

**Absolutes/col percents**

Table 3

Q.2 Which party did you vote for?
Base: All respondents willing to say who they voted for

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>Base</td>
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</tr>
<tr>
<td></td>
<td>Conservative</td>
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<td>1993</td>
</tr>
<tr>
<td></td>
<td>The UK Independence Party</td>
<td>1672</td>
<td>916</td>
</tr>
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</tr>
<tr>
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<td>275</td>
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<td></td>
<td>SNP</td>
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<td>319</td>
</tr>
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<td></td>
<td>Plaid Cymru</td>
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<td>40</td>
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<tr>
<td></td>
<td>The British National Party</td>
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<td>5</td>
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<tr>
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</tr>
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</tbody>
</table>

Lord Ashcroft
### General Election Day Poll
**CATI & Online Fieldwork: 5th-7th May 2015**

**Q.2 Which party did you vote for?**
**Base: All respondents willing to say who they voted for**

<table>
<thead>
<tr>
<th></th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>Since the beginning of the year</th>
<th>Longer than a year ago</th>
<th>Always known</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Con</td>
<td>Lab</td>
<td>LibDem</td>
<td>UKIP</td>
<td>SNP</td>
<td>Plaid Cymru</td>
</tr>
<tr>
<td>Base</td>
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<td>3996</td>
<td>3694</td>
<td>1108</td>
<td>1672</td>
<td>632</td>
<td>608</td>
</tr>
<tr>
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<td>328</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>25%</td>
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<tr>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>15%</td>
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<td>13%</td>
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General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

Q.2 Which party did you vote for?
Base: All respondents willing to say who they voted for

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felt Not already feeling to</td>
<td>Not and don't expect to</td>
<td>Still need</td>
<td>Never needed</td>
<td>Public Private</td>
<td>Char-</td>
<td>White/BME</td>
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<tr>
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<td>5488</td>
<td>5488</td>
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<td>3996</td>
<td>1972</td>
<td>1576</td>
<td>448</td>
<td>3339</td>
<td>571</td>
</tr>
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<td>3694</td>
<td>368</td>
<td>1396</td>
<td>1930</td>
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<tr>
<td>The UK Independence Party</td>
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<td>297</td>
<td>523</td>
<td>852</td>
<td>773</td>
<td>568</td>
</tr>
<tr>
<td>Liberal Democrat</td>
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<td>294</td>
<td>460</td>
<td>354</td>
<td>503</td>
<td>431</td>
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<tr>
<td>The Green Party</td>
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<td>91</td>
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<td>374</td>
<td>120</td>
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<tr>
<td>SNP</td>
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<td>25</td>
<td>60</td>
<td>34</td>
<td>26</td>
</tr>
</tbody>
</table>

Lord Ashcroft
Table 4
Q.3 When did you finally decide which party to vote for?
Base: All respondents

| Gender | Age | SEG | Region          | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2   | DE   | Scotland | North | West | East | Midlands | Wales | East | Anglia | Greater | London | South | East | South | West |
|--------|-----|-----|-----------------|-------|------|--------|-------|-------|-------|-------|------|------|------|------|------|-------|-------|------|------|------|---------|------|------|-------|--------|--------|------|-------|-------|
| Base   | 12253 | 6008 | 6245 | 676 | 1483 | 1972 | 2402 | 2730 | 2990 | 4947 | 3219 | 1729 | 2334 | 1257 | 607 | 1445 | 1093 | 855 | 1047 | 632 | 1072 | 1206 | 1931 | 1108 |
| On polling day | 1362 | 606 | 756 | 109 | 282 | 295 | 280 | 244 | 152 | 492 | 416 | 195 | 255 | 105 | 63 | 147 | 115 | 87 | 142 | 82 | 120 | 148 | 236 | 117 |
| In the last few days | 1439 | 622 | 817 | 136 | 227 | 282 | 274 | 267 | 253 | 599 | 404 | 191 | 243 | 117 | 79 | 159 | 135 | 106 | 128 | 70 | 128 | 154 | 215 | 148 |
| In the last week | 1175 | 493 | 682 | 81 | 171 | 227 | 224 | 233 | 239 | 494 | 297 | 156 | 225 | 86 | 67 | 150 | 130 | 69 | 90 | 68 | 100 | 106 | 188 | 121 |
| In the last month | 2169 | 970 | 1199 | 141 | 252 | 376 | 440 | 479 | 481 | 914 | 560 | 294 | 399 | 200 | 106 | 273 | 209 | 146 | 198 | 117 | 165 | 210 | 324 | 221 |
| Since the beginning of the year | 1561 | 867 | 694 | 64 | 162 | 227 | 299 | 347 | 462 | 625 | 408 | 299 | 298 | 209 | 76 | 168 | 140 | 134 | 132 | 77 | 145 | 138 | 215 | 127 |
| Longer than a year ago | 1360 | 840 | 520 | 50 | 123 | 175 | 244 | 362 | 406 | 583 | 302 | 228 | 245 | 182 | 64 | 140 | 109 | 94 | 99 | 67 | 137 | 130 | 222 | 116 |
| I have always known how I would end up voting | 3187 | 1610 | 1577 | 95 | 266 | 390 | 641 | 798 | 997 | 1240 | 832 | 438 | 669 | 358 | 152 | 408 | 255 | 219 | 258 | 151 | 277 | 320 | 531 | 258 |

Lord Ashcroft
<table>
<thead>
<tr>
<th>Q.3 When did you finally decide which party to vote for?</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
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<tr>
<td>In the last polling day</td>
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<tr>
<td>On the last few days</td>
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<td>-</td>
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<tr>
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<td>-</td>
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<tr>
<td>In the last month</td>
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<td>-</td>
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<td>-</td>
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<td>15%</td>
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<td>100%</td>
<td>10%</td>
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<td>11%</td>
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</tr>
<tr>
<td>In the last month</td>
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<td>10%</td>
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</tr>
<tr>
<td>In the last month</td>
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<td>Longer than a year ago</td>
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<tr>
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<td>13</td>
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<tr>
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<td>100%</td>
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<td>Longer than a year ago</td>
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<tr>
<td>Always known</td>
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<td>10%</td>
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<tr>
<td>Con</td>
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<td>Lab</td>
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<tr>
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<tr>
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<td>10%</td>
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<td>100%</td>
<td>10%</td>
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<tr>
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<td>13</td>
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</tr>
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</table>

Lord Ashcroft
Table 4

Q.3 When did you finally decide which party to vote for?
Base: All respondents

<table>
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<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public vs Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
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<tr>
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<td>Al-ready feeling to expect to</td>
<td>Not and don't expect to</td>
<td>Needed but no more</td>
<td>Never needed</td>
<td>Public</td>
<td>Private</td>
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<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3660</td>
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<td>On polling day</td>
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<td>295</td>
<td>527</td>
<td>540</td>
<td>590</td>
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<td>9%</td>
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</tr>
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<td>13%</td>
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<td>11%</td>
<td>14%</td>
</tr>
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<td>522</td>
<td>420</td>
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<td>11%</td>
<td>9%</td>
<td>9%</td>
<td>11%</td>
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<tr>
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<td>770</td>
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<tr>
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<td>12%</td>
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<td>13%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>I have always known how</td>
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<td>1029</td>
<td>1139</td>
<td>1560</td>
<td>803</td>
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<td>32%</td>
<td>23%</td>
<td>25%</td>
<td>28%</td>
<td>22%</td>
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</tbody>
</table>

Lord Ashcroft
Table 5

Q.4 Which party did you vote for in the previous general election, held in 2010?

Base: All respondents

<table>
<thead>
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<th>Gender</th>
<th>Age</th>
<th>SEG</th>
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<th>East Midlands</th>
<th>West Midlands</th>
<th>Wales</th>
<th>East Anglia</th>
<th>Greater London</th>
<th>South East</th>
<th>South West</th>
</tr>
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<td>Female</td>
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<td>25-34</td>
<td>35-44</td>
<td>45-54</td>
<td>55-64</td>
<td>65+</td>
<td>AB</td>
<td>C1</td>
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<td>6245</td>
<td>676</td>
<td>1483</td>
<td>1972</td>
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<td>4947</td>
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<td>2125</td>
<td>1964</td>
<td>57</td>
<td>341</td>
<td>511</td>
<td>742</td>
<td>999</td>
<td>1439</td>
<td>1903</td>
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<td>1372</td>
<td>1416</td>
<td>77</td>
<td>364</td>
<td>532</td>
<td>645</td>
<td>637</td>
<td>533</td>
<td>990</td>
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<td>Liberal Democrat</td>
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<td>1239</td>
<td>1340</td>
<td>60</td>
<td>365</td>
<td>463</td>
<td>486</td>
<td>579</td>
<td>626</td>
<td>1198</td>
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<td>206</td>
<td>179</td>
<td>4</td>
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<td>47</td>
<td>85</td>
<td>117</td>
<td>108</td>
<td>89</td>
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<td>137</td>
<td>7</td>
<td>33</td>
<td>55</td>
<td>72</td>
<td>98</td>
<td>56</td>
<td>126</td>
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<td>118</td>
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<td>45</td>
<td>43</td>
<td>46</td>
<td>28</td>
<td>85</td>
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<tr>
<td>The British National Party</td>
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<td>45</td>
<td>26</td>
<td>3</td>
<td>13</td>
<td>11</td>
<td>14</td>
<td>17</td>
<td>13</td>
<td>15</td>
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<tr>
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<td>31</td>
<td>29</td>
<td>-</td>
<td>6</td>
<td>9</td>
<td>17</td>
<td>12</td>
<td>16</td>
<td>20</td>
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<td>44</td>
<td>25</td>
<td>3</td>
<td>4</td>
<td>13</td>
<td>17</td>
<td>15</td>
<td>17</td>
<td>27</td>
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<tr>
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<td>778</td>
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<td>239</td>
<td>211</td>
<td>188</td>
<td>150</td>
<td>102</td>
<td>381</td>
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<tr>
<td>Can't remember</td>
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<td>48</td>
<td>144</td>
<td>10</td>
<td>45</td>
<td>41</td>
<td>45</td>
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<td>56</td>
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<td>34</td>
<td>48</td>
<td>28</td>
<td>33</td>
<td>57</td>
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Lord Ashcroft
### General Election Day Poll

**CATI & Online Fieldwork: 5th-7th May 2015**

**Absolutes/col percents**

<table>
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<tr>
<th>Q.4 Which party did you vote for in the previous general election, held in 2010?</th>
<th>When Made Up</th>
<th>Base: All respondents</th>
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<tbody>
<tr>
<td><strong>2015 Vote</strong></td>
<td><strong>Since the beginning of the year</strong></td>
<td><strong>Longer than a year ago</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Con</strong></td>
<td><strong>Lab</strong></td>
</tr>
<tr>
<td><strong>Base</strong></td>
<td>12253</td>
<td>3996</td>
</tr>
<tr>
<td><strong>Conservative</strong></td>
<td>4089</td>
<td>2932</td>
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<td><strong>Labour</strong></td>
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<td>186</td>
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<tr>
<td><strong>Liberal Democrat</strong></td>
<td>2579</td>
<td>381</td>
</tr>
<tr>
<td><strong>The UK Independence Party</strong></td>
<td>385</td>
<td>59</td>
</tr>
<tr>
<td><strong>SNP</strong></td>
<td>321</td>
<td>9</td>
</tr>
<tr>
<td><strong>The Green Party</strong></td>
<td>205</td>
<td>15</td>
</tr>
<tr>
<td><strong>The British National Party</strong></td>
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<td>4</td>
</tr>
<tr>
<td><strong>Plaid Cymru</strong></td>
<td>60</td>
<td>8</td>
</tr>
<tr>
<td><strong>Another party</strong></td>
<td>69</td>
<td>18</td>
</tr>
<tr>
<td><strong>Did not vote in the 2010 Election</strong></td>
<td>1324</td>
<td>330</td>
</tr>
<tr>
<td><strong>Can't remember</strong></td>
<td>192</td>
<td>47</td>
</tr>
<tr>
<td><strong>Refused</strong></td>
<td>170</td>
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</tbody>
</table>

Lord Ashcroft
### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

Absolutes/col percents

#### Table 5
Q.4 Which party did you vote for in the previous general election, held in 2010?
Base: All respondents

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Charity/Not-for-Profit</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
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<td>Felt</td>
<td>Not</td>
<td>Not</td>
<td>Still</td>
<td>Needed</td>
<td>but</td>
<td>more</td>
<td>Priv-</td>
</tr>
<tr>
<td>Al-ready feeling to</td>
<td>but</td>
<td>don't</td>
<td>expect</td>
<td>need</td>
<td>no</td>
<td>or</td>
<td>Public</td>
</tr>
<tr>
<td>Total</td>
<td>12253</td>
<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3680</td>
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<td>The UK Independence Party</td>
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* Lord Ashcroft
## General Election Day Poll
### CATI & Online Fieldwork : 5th-7th May 2015

### Table 6
**Q.4 Which party did you vote for in the previous general election, held in 2010?**
**Base: All respondents who gave a party**

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### Table 6

**General Election Day Poll**

**CATI & Online Fieldwork: 5th-7th May 2015**

**Q.4 Which party did you vote for in the previous general election, held in 2010?**

**Base: All respondents who gave a party**

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<th>Longer than a year ago</th>
<th>Always known</th>
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<th>Lab</th>
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**Lord Ashcroft**
### General Election Day Poll

**CATI & Online Fieldwork: 5th-7th May 2015**

Table 6

**Q.4 Which party did you vote for in the previous general election, held in 2010?**

**Base: All respondents who gave a party**

#### Economic Recovery

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#### Methodology

- **Absolute/cell percentages**
- **CATI & Online Fieldwork: 5th-7th May 2015**
- **General election, held in 2010?**

Lord Ashcroft
## General Election Day Poll
### CATI & Online Fieldwork: 5th-7th May 2015

**Table 7**

**Q.5 Which party have you usually voted for in previous general elections?**

**Base: All respondents**

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<th>Greater London</th>
<th>South East</th>
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<td>13</td>
<td>11</td>
<td>9</td>
<td>18</td>
<td>14</td>
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</table>

I've voted for different parties and have not usually voted one way:

|                  | 1037   | 460      | 577  | 26                   | 150            | 204             | 239   | 234         | 184            | 424       | 277       | 122       | 209       | 99        | 39        | 117       | 91          | 84        | 89        | 58        | 98        | 98        | 156       | 108       |

Have not voted in previous elections:

|                  | 906    | 358      | 548  | 439                  | 242            | 122             | 65    | 18          | 20             | 271       | 336       | 128       | 167       | 84        | 54        | 122       | 91          | 57        | 75        | 42        | 65        | 112       | 129       | 75        |

Refused:

|                  | 185    | 86       | 99   | 13                   | 22             | 40              | 50    | 27          | 33             | 58        | 46        | 39        | 39        | 16        | 10        | 20        | 11          | 14        | 19        | 11        | 20        | 14        | 33        | 17        |
Table 7
Q.5 Which party have you usually voted for in previous general elections?
Base: All respondents

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<tr>
<th></th>
<th>2015 Vote</th>
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<th>Since the beginning of the year</th>
<th>Longer than a year ago</th>
<th>Always known</th>
<th>2010 Vote</th>
<th>Best PM</th>
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<td>LibDem</td>
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<td>SNP</td>
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<td>81</td>
<td>44</td>
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<td>different parties and have not usually voted one way</td>
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<td>7%</td>
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<td>10%</td>
<td>13%</td>
<td>7%</td>
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<tr>
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<td>334</td>
<td>71</td>
<td>111</td>
<td>80</td>
<td>44</td>
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Lord Ashcroft
General Election Day Poll  
CATI & Online Fieldwork: 5th-7th May 2015

Table 7  
Q.5 Which party have you usually voted for in previous general elections?  
Base: All respondents

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Charity/Non-profit</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al-ready feeling</td>
<td>Not but don't</td>
<td>Not needed</td>
<td>Still need</td>
<td>Never</td>
<td>Public</td>
<td>Private</td>
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<td>needed but no</td>
<td>need</td>
<td>needed</td>
<td>Private</td>
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<td>more</td>
<td></td>
<td></td>
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<td></td>
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<td>1753</td>
<td>1440</td>
<td>906</td>
<td>251</td>
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<tr>
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<tr>
<td>I've voted for different parties and have not usually voted in one way</td>
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<td>Have not voted in previous elections</td>
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</tbody>
</table>

Lord Ashcroft
## General Election Day Poll
**CATI & Online Fieldwork: 5th-7th May 2015**

Table 8

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

**Summary**

**Base: All respondents**

<table>
<thead>
<tr>
<th>Reason</th>
<th>First</th>
<th>Second</th>
<th>Third</th>
<th>First to Third</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have always voted for that party</td>
<td>12253</td>
<td>12253</td>
<td>12253</td>
<td>12253</td>
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<tr>
<td>I trusted the motives and values of the party</td>
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<td>2933</td>
<td>1640</td>
<td>9203</td>
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<td>I voted for more than those of other parties</td>
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<td>3216</td>
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<td>7582</td>
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<tr>
<td>I preferred the promises made by the party I voted for more than the promises of the other parties</td>
<td>1176</td>
<td>2042</td>
<td>2263</td>
<td>5481</td>
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<td>I thought the leader of the party I chose would make a better Prime Minister</td>
<td>664</td>
<td>1269</td>
<td>2050</td>
<td>3983</td>
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<tr>
<td>I voted tactically to try and stop another party from winning</td>
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<td>623</td>
<td>2353</td>
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<tr>
<td>I voted for who I thought was the best candidate locally regardless of their party</td>
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<td>1038</td>
<td>3098</td>
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<td>None of these</td>
<td>-</td>
<td>631</td>
<td>1729</td>
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</table>

*Lord Ashcroft*
Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

First

Base: All respondents

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<th>Female</th>
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<th>25-34</th>
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<td>2990</td>
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<td>2264</td>
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<td>865</td>
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<td>1169</td>
<td>2007</td>
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<td>602</td>
<td>770</td>
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<th>Q11</th>
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</tr>
</tbody>
</table>

Lord Ashcroft
I trusted the motives and values of the party I voted for more than those of other parties. I thought the leader of the party I chose would make a better Prime Minister and would have a competent government.

Lord Ashcroft
**General Election Day Poll**
**CATI & Online Fieldwork : 5th-7th May 2015**

**Table 9**

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

First

**Base: All respondents**

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
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<tr>
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<td>Felt</td>
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</tr>
<tr>
<td></td>
<td>Al-ready feeling</td>
<td>Not but expect</td>
<td>Not</td>
<td>Needed</td>
<td>Public</td>
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<tr>
<td></td>
<td>to</td>
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<td>and</td>
<td>but no</td>
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<td>Char-ity/</td>
<td></td>
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<td>profit</td>
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<td>White</td>
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<td></td>
<td>BME</td>
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<td></td>
<td>Christ</td>
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<td>Other</td>
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<td></td>
<td>None</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Motives</td>
<td></td>
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<td></td>
<td>Pol-icies</td>
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<td></td>
<td>Leader</td>
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<td>Team</td>
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<td></td>
<td></td>
<td></td>
<td>Tac-tical</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Local</td>
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<td></td>
<td></td>
<td>CATI</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Online</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>12253</td>
<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
<td></td>
</tr>
<tr>
<td><strong>I trusted the motives and values of the party I voted for more than those of other parties</strong></td>
<td>4630</td>
<td>1173</td>
<td>1626</td>
<td>1831</td>
<td>1965</td>
<td>1361</td>
</tr>
<tr>
<td><strong>I voted for more than those of other parties</strong></td>
<td>2190</td>
<td>428</td>
<td>825</td>
<td>937</td>
<td>917</td>
<td>771</td>
</tr>
<tr>
<td><strong>I have always voted for that party</strong></td>
<td>1286</td>
<td>372</td>
<td>445</td>
<td>469</td>
<td>604</td>
<td>372</td>
</tr>
<tr>
<td><strong>I thought the leader of the party I chose would make a better Prime Minister</strong></td>
<td>1176</td>
<td>413</td>
<td>492</td>
<td>271</td>
<td>751</td>
<td>268</td>
</tr>
<tr>
<td><strong>I voted for who I thought was the best candidate locally regardless of their party</strong></td>
<td>1159</td>
<td>286</td>
<td>425</td>
<td>448</td>
<td>509</td>
<td>434</td>
</tr>
<tr>
<td><strong>I voted tactically to try and stop another party from winning</strong></td>
<td>1148</td>
<td>245</td>
<td>411</td>
<td>492</td>
<td>471</td>
<td>360</td>
</tr>
<tr>
<td><strong>I thought the senior members of the party I chose would make a more competent government</strong></td>
<td>664</td>
<td>276</td>
<td>256</td>
<td>132</td>
<td>466</td>
<td>114</td>
</tr>
</tbody>
</table>

Lord Ashcroft
Table 10
Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

Second

Base: All respondents

| Gender | Age | SEG | Region | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scot-land | North | North-West | East | Mid-lan-ds | Wales | East | An-glia | Mid-terms | Greater | London | South | East | South-West |
|--------|-----|-----|--------|-------|------|--------|-------|-------|-------|-------|-------|------|-----|-----|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| I preferred the promises made by the party I voted for more than the promises of the other parties | 3216 | 1561 | 1655 | 187 | 406 | 557 | 653 | 708 | 705 | 1295 | 875 | 447 | 592 | 400 | 163 | 381 | 271 | 218 | 279 | 169 | 257 | 306 | 503 | 269 |
| I trusted the motives and values of the party I voted for more than those of other parties | 2933 | 1392 | 1541 | 170 | 341 | 446 | 601 | 660 | 715 | 1136 | 771 | 423 | 598 | 270 | 144 | 366 | 274 | 194 | 239 | 152 | 287 | 290 | 446 | 271 |
| I thought the leader of the party I chose would make a better Prime Minister | 2042 | 1049 | 993 | 115 | 231 | 300 | 365 | 448 | 583 | 875 | 513 | 280 | 370 | 118 | 91 | 235 | 192 | 186 | 188 | 87 | 169 | 208 | 368 | 200 |
| I thought the senior members of the party I chose would make a more competent government | 1269 | 677 | 592 | 46 | 127 | 157 | 206 | 336 | 397 | 604 | 318 | 154 | 190 | 127 | 61 | 150 | 101 | 92 | 100 | 53 | 131 | 120 | 215 | 119 |
| I voted for who I thought was the best candidate locally regardless of their party | 901 | 431 | 470 | 58 | 127 | 161 | 184 | 181 | 190 | 341 | 244 | 130 | 186 | 116 | 40 | 95 | 76 | 67 | 82 | 61 | 60 | 94 | 128 | 82 |
| I have always voted for that party | 679 | 342 | 337 | 34 | 85 | 115 | 144 | 159 | 142 | 251 | 179 | 108 | 139 | 82 | 42 | 85 | 48 | 38 | 70 | 45 | 67 | 65 | 95 | 42 |
| I voted tactically to try and stop another party from winning | 562 | 259 | 323 | 49 | 93 | 121 | 119 | 93 | 107 | 218 | 160 | 92 | 111 | 60 | 32 | 59 | 66 | 25 | 39 | 30 | 42 | 72 | 99 | 58 |
| None of these | 631 | 297 | 334 | 17 | 73 | 115 | 130 | 145 | 151 | 227 | 159 | 95 | 148 | 84 | 34 | 74 | 65 | 35 | 50 | 35 | 59 | 51 | 77 | 67 |
| % | 26% | 26% | 27% | 28% | 27% | 28% | 27% | 26% | 24% | 26% | 27% | 26% | 25% | 32% | 27% | 26% | 25% | 25% | 27% | 24% | 24% | 25% | 26% | 24% | 26% | 24% | 25% | 26% | 24% |

Lord Ashcroft
**General Election Day Poll**

**CATI & Online Fieldwork : 5th-7th May 2015**

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

**Second**

**Base: All respondents**

<table>
<thead>
<tr>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>Since the beginning of the year</th>
<th>Longer than a year ago</th>
<th>Always known</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Con</td>
<td>Lab</td>
<td>LibDem</td>
<td>UKIP</td>
<td>Green</td>
<td>SNP</td>
</tr>
<tr>
<td>Total</td>
<td>12253</td>
<td>3996</td>
<td>3694</td>
<td>1108</td>
<td>1672</td>
</tr>
<tr>
<td>I preferred the promises made by the party I voted for more than the promises of the other parties</td>
<td>3216</td>
<td>720</td>
<td>1003</td>
<td>249</td>
<td>576</td>
</tr>
<tr>
<td>I trusted the motives and values of the party I voted for more than those of other parties</td>
<td>2933</td>
<td>885</td>
<td>917</td>
<td>243</td>
<td>491</td>
</tr>
<tr>
<td>I thought the leader of the party I chose would make a better Prime Minister</td>
<td>2042</td>
<td>1152</td>
<td>514</td>
<td>78</td>
<td>181</td>
</tr>
<tr>
<td>I thought the senior members of the party I chose would make a more competent government</td>
<td>1269</td>
<td>630</td>
<td>288</td>
<td>126</td>
<td>85</td>
</tr>
<tr>
<td>I voted for who I thought was the best candidate locally regardless of their party</td>
<td>901</td>
<td>184</td>
<td>293</td>
<td>146</td>
<td>114</td>
</tr>
<tr>
<td>I have always voted for that party</td>
<td>679</td>
<td>223</td>
<td>306</td>
<td>59</td>
<td>16</td>
</tr>
<tr>
<td>I voted tactically to try and stop another party from winning</td>
<td>582</td>
<td>115</td>
<td>210</td>
<td>81</td>
<td>89</td>
</tr>
<tr>
<td>None of these</td>
<td>631</td>
<td>87</td>
<td>163</td>
<td>126</td>
<td>120</td>
</tr>
</tbody>
</table>

Lord Ashcroft
General Election Day Poll  
CATI & Online Fieldwork: 5th-7th May 2015

Table 10  
Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

Second Base: All respondents

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public vs Private</th>
<th>Charity/Not-for-profit</th>
<th>White</th>
<th>BME</th>
<th>Other</th>
<th>None</th>
<th>Motives</th>
<th>Policies</th>
<th>Team</th>
<th>Leader</th>
<th>Team</th>
<th>Local</th>
<th>CATI</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al-ready feeling</td>
<td>Not but expect</td>
<td>Not and don't</td>
<td>Still need</td>
<td>Needed but no more</td>
<td>Never needed</td>
<td>Public</td>
<td>Private</td>
<td>White</td>
<td>BME</td>
<td>Other</td>
<td>None</td>
<td>Motives</td>
<td>Policies</td>
<td>Team</td>
<td>Leader</td>
</tr>
<tr>
<td>Total</td>
<td>12253</td>
<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3680</td>
<td>2916</td>
<td>2196</td>
<td>3929</td>
<td>405</td>
<td>1144</td>
<td>666</td>
<td>6813</td>
<td>727</td>
<td>4501</td>
</tr>
<tr>
<td>I preferred the</td>
<td>promises made by</td>
<td>the party I</td>
<td>I voted for more than</td>
<td>promises of the other</td>
<td>parties I voted for</td>
<td>more than</td>
<td>and values of the</td>
<td>I thought the</td>
<td>leader of</td>
<td>the party I chose would</td>
<td>make a better Prime</td>
<td>I thought the</td>
<td>senior</td>
<td>members of the</td>
<td>party I chose would make</td>
</tr>
<tr>
<td>party I voted for</td>
<td>the party I</td>
<td>values of the</td>
<td>the party I voted for</td>
<td>the other parties</td>
<td>I voted for</td>
<td>for more than</td>
<td>the party I</td>
<td>I thought the</td>
<td>would make</td>
<td>would make a better Prime</td>
<td>Minister</td>
<td>I thought the</td>
<td>senior</td>
<td>members of the</td>
<td>would make</td>
</tr>
<tr>
<td>I trusted the</td>
<td>the party I</td>
<td>and values of</td>
<td>I voted for more than</td>
<td>I thought the leader</td>
<td>of the party I</td>
<td>those of other</td>
<td>the party I chose</td>
<td>I thought the</td>
<td>leader of</td>
<td>the party I chose would</td>
<td>make a better Prime</td>
<td>I thought the</td>
<td>senior</td>
<td>members of the</td>
<td>party I chose would</td>
</tr>
<tr>
<td>motives</td>
<td>voted for</td>
<td>the party</td>
<td>mother party I voted for</td>
<td>leader of the party</td>
<td>would make a</td>
<td>other parties</td>
<td>leader of the</td>
<td>leader of the</td>
<td>leader of</td>
<td>party I chose would make</td>
<td>Prime Minister</td>
<td>leader of the</td>
<td>senior</td>
<td>members of the</td>
<td>would make</td>
</tr>
<tr>
<td>I voted tactically</td>
<td>for another</td>
<td>party from</td>
<td>I have always voted</td>
<td>another party from</td>
<td>another party from</td>
<td>another party</td>
<td>I voted tactically</td>
<td>another party</td>
<td>party from</td>
<td>another party from winning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of these</td>
<td>for another</td>
<td>winning</td>
<td>for that party</td>
<td>for winning</td>
<td>for winning</td>
<td>for winning</td>
<td>for another party</td>
<td>for another party</td>
<td>winning</td>
<td>winning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Lord Ashcroft
### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

**Table 11**
Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

**Third**

Base: All respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>Male</td>
<td>Female</td>
<td>18-24</td>
</tr>
<tr>
<td>12253</td>
<td>6008</td>
<td>6245</td>
<td>676</td>
</tr>
<tr>
<td>I thought the leader of the party I chose would make a better Prime Minister</td>
<td>18%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>I preferred the promises made by the party I chose for local reasons</td>
<td>18%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>I thought the senior members of the party I chose would make a more competent government</td>
<td>17%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>I trusted the motives and values of the party</td>
<td>13%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>I voted for more than those of other parties</td>
<td>1038</td>
<td>511</td>
<td>527</td>
</tr>
<tr>
<td>I voted for who I thought was the best candidate locally regardless of their party</td>
<td>8%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>I have always voted for that party</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>I voted tactically to try and stop another party from winning</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>None of these</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Lord Ashcroft
I thought the leader of the party I chose would make a more competent government. I trusted the motives and values of the party I voted for more than those of other parties. I voted for who I thought was the best candidate locally regardless of their party. I have always voted for that party.

I voted tactically to try and stop another party from winning. None of these were important to you?

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

Third

Base: All respondents

<table>
<thead>
<tr>
<th>Reason</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>Since the beginning of the year</th>
<th>Longer than a year ago</th>
<th>Always known</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>12253</td>
<td>1362</td>
<td>1360</td>
<td>3187</td>
<td>4089</td>
</tr>
<tr>
<td>I thought the leader of the party I chose would make a better Prime Minister</td>
<td>2263</td>
<td>184</td>
<td>267</td>
<td>322</td>
<td>670</td>
</tr>
<tr>
<td>I preferred the promises made by the party I voted for more than the promises of the other parties</td>
<td>2176</td>
<td>195</td>
<td>261</td>
<td>697</td>
<td>711</td>
</tr>
<tr>
<td>I thought the senior members of the party I chose would make a more competent government</td>
<td>2050</td>
<td>142</td>
<td>286</td>
<td>574</td>
<td>716</td>
</tr>
<tr>
<td>I trusted the motives and values of the party I voted for more than those of other parties</td>
<td>1640</td>
<td>184</td>
<td>220</td>
<td>426</td>
<td>636</td>
</tr>
<tr>
<td>I voted for who I thought was the best candidate locally regardless of their party</td>
<td>1038</td>
<td>129</td>
<td>142</td>
<td>282</td>
<td>282</td>
</tr>
<tr>
<td>I have always voted for that party</td>
<td>734</td>
<td>60</td>
<td>81</td>
<td>353</td>
<td>240</td>
</tr>
<tr>
<td>I voted tactically to try and stop another party from winning</td>
<td>623</td>
<td>112</td>
<td>79</td>
<td>77</td>
<td>148</td>
</tr>
<tr>
<td>None of these</td>
<td>1729</td>
<td>356</td>
<td>196</td>
<td>434</td>
<td>434</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% of respondents (%)</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>Since the beginning of the year</th>
<th>Longer than a year ago</th>
<th>Always known</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>13%</td>
<td>12%</td>
<td>17%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>I thought the leader of the party I chose would make a better Prime Minister</td>
<td>20%</td>
<td>12%</td>
<td>16%</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>I preferred the promises made by the party I voted for more than the promises of the other parties</td>
<td>17%</td>
<td>16%</td>
<td>17%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>I thought the senior members of the party I chose would make a more competent government</td>
<td>15%</td>
<td>14%</td>
<td>18%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>I trusted the motives and values of the party I voted for more than those of other parties</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>I voted for who I thought was the best candidate locally regardless of their party</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>I have always voted for that party</td>
<td>8%</td>
<td>7%</td>
<td>9%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>I voted tactically to try and stop another party from winning</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>None of these</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% of respondents (%)</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>Since the beginning of the year</th>
<th>Longer than a year ago</th>
<th>Always known</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>31%</td>
<td>29%</td>
<td>34%</td>
<td>34%</td>
<td>31%</td>
</tr>
<tr>
<td>I thought the leader of the party I chose would make a better Prime Minister</td>
<td>30%</td>
<td>28%</td>
<td>34%</td>
<td>35%</td>
<td>30%</td>
</tr>
<tr>
<td>I preferred the promises made by the party I voted for more than the promises of the other parties</td>
<td>28%</td>
<td>27%</td>
<td>30%</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>I thought the senior members of the party I chose would make a more competent government</td>
<td>26%</td>
<td>24%</td>
<td>29%</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>I trusted the motives and values of the party I voted for more than those of other parties</td>
<td>22%</td>
<td>22%</td>
<td>23%</td>
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<td>22%</td>
</tr>
<tr>
<td>I voted for who I thought was the best candidate locally regardless of their party</td>
<td>22%</td>
<td>22%</td>
<td>23%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>I have always voted for that party</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>I voted tactically to try and stop another party from winning</td>
<td>9%</td>
<td>7%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>None of these</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
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<td>17%</td>
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</tbody>
</table>

General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

Lord Ashcroft
Table 11
Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

Third
Base: All respondents

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felt</td>
<td>Not already feeling</td>
<td>Not and don't expect to</td>
<td>Still need</td>
<td>Needed but no more</td>
<td>Never needed</td>
<td>Public</td>
</tr>
<tr>
<td>Total</td>
<td>12253</td>
<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3680</td>
</tr>
<tr>
<td>I thought the leader of the party I chose would make a better Prime Minister</td>
<td>2263</td>
<td>618</td>
<td>834</td>
<td>811</td>
<td>1177</td>
<td>580</td>
</tr>
<tr>
<td>I preferred the promises made by the party I voted for more than the promises of the other parties</td>
<td>2176</td>
<td>599</td>
<td>809</td>
<td>768</td>
<td>991</td>
<td>655</td>
</tr>
<tr>
<td>I thought the senior members of the party I chose would make a more competent government</td>
<td>2050</td>
<td>584</td>
<td>729</td>
<td>737</td>
<td>957</td>
<td>587</td>
</tr>
<tr>
<td>I trusted the motives and values of the party I voted for more than those of other parties</td>
<td>1640</td>
<td>494</td>
<td>615</td>
<td>531</td>
<td>831</td>
<td>497</td>
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<tr>
<td>I voted for who I thought was the best candidate locally regardless of their party</td>
<td>1038</td>
<td>225</td>
<td>375</td>
<td>438</td>
<td>411</td>
<td>339</td>
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<tr>
<td>I have always voted for that party</td>
<td>734</td>
<td>195</td>
<td>274</td>
<td>265</td>
<td>312</td>
<td>232</td>
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<tr>
<td>I voted tactically to try and stop another party from winning</td>
<td>623</td>
<td>142</td>
<td>250</td>
<td>231</td>
<td>246</td>
<td>211</td>
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<tr>
<td>None of these</td>
<td>1729</td>
<td>336</td>
<td>594</td>
<td>799</td>
<td>732</td>
<td>579</td>
</tr>
</tbody>
</table>

Lord Ashcroft
I trusted the motives and values of the party I voted for more than the promises made by the party I chose would make a better Prime Minister. I thought the leader of the party I chose would make a better Prime Minister. I thought the senior members of the party I chose would make a more competent government. I voted for who I thought was the best candidate locally regardless of their party. I have always voted for that party. I voted tactically to try and stop another party from winning.

---

Table 12

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

**First to Third**

**Base: All respondents**

<table>
<thead>
<tr>
<th>Q.6</th>
<th>Absolutes/col percents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gender</td>
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<tr>
<td></td>
<td>Total</td>
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<tr>
<td>I trusted the motives and values of the party I voted for more than the promises made by the party I chose would make a better Prime Minister</td>
<td>12253</td>
</tr>
<tr>
<td>I preferred the promises made by the party I voted for for more than the promises of the other parties</td>
<td>9203</td>
</tr>
<tr>
<td>I thought the leader of the party I chose would make a better Prime Minister</td>
<td>7582</td>
</tr>
<tr>
<td>I thought the senior members of the party I chose would make a more competent government</td>
<td>5481</td>
</tr>
<tr>
<td>I voted for who I thought was the best candidate locally regardless of their party</td>
<td>3098</td>
</tr>
<tr>
<td>I have always voted for that party</td>
<td>2699</td>
</tr>
<tr>
<td>I voted tactically to try and stop another party from winning</td>
<td>2353</td>
</tr>
</tbody>
</table>

---

The table provides the percentage of respondents who ranked each reason first, second, or third based on their decision of voting for a particular party. The data is categorized by gender, age, socio-economic group (SEG), and region. The table highlights the distribution of responses across various demographic and geographical categories.
Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

First to Third

Base: All respondents

<table>
<thead>
<tr>
<th>Reason</th>
<th>2015 Vote</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>I trusted the motives and values of the party I chose</td>
<td>9208</td>
<td>4089</td>
<td>15097</td>
</tr>
<tr>
<td>I trusted the leader of the party I chose</td>
<td>9208</td>
<td>4089</td>
<td>15097</td>
</tr>
<tr>
<td>I voted for more than those of other parties</td>
<td>7582</td>
<td>3401</td>
<td>13368</td>
</tr>
<tr>
<td>I preferred the promises made by the party I voted for more than the promises of the other parties</td>
<td>5481</td>
<td>3416</td>
<td>1625</td>
</tr>
<tr>
<td>I thought the leader of the party I chose would make a better Prime Minister</td>
<td>3983</td>
<td>2337</td>
<td>10962</td>
</tr>
<tr>
<td>I thought the senior members of the party I chose would make a more competent government</td>
<td>3098</td>
<td>1427</td>
<td>1000</td>
</tr>
<tr>
<td>I voted for who I thought was the best candidate locally regardless of their party</td>
<td>2699</td>
<td>1207</td>
<td>11210</td>
</tr>
<tr>
<td>I have always voted for that party</td>
<td>2353</td>
<td>1005</td>
<td>853</td>
</tr>
<tr>
<td>I voted tactically to try and stop another party from winning</td>
<td>1976</td>
<td>757</td>
<td>5036</td>
</tr>
</tbody>
</table>

Table 12

General Election Day Poll
CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

Lord Ashcroft
Table 12

Q.6 Here are some reasons people have given for deciding on the party they ended up voting for. Please can you rank them in order of how important they were in your decision, from first to third, even if there were other reasons that were important to you?

First to Third

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Al-ready feeling</td>
<td>Not and don't</td>
<td>Needed</td>
<td>Char-ity/</td>
<td>White</td>
<td>Other</td>
</tr>
<tr>
<td>Total</td>
<td>12253</td>
<td>3193</td>
<td>4480</td>
<td>5657</td>
<td>3680</td>
<td>2916</td>
</tr>
<tr>
<td>I trusted the motives and values of the party I voted for more than the promises of those of other parties</td>
<td>9203</td>
<td>2381</td>
<td>3333</td>
<td>3489</td>
<td>4144</td>
<td>2772</td>
</tr>
<tr>
<td>I preferred the promises made by the party I voted for more than the promises of the other parties</td>
<td>7582</td>
<td>1730</td>
<td>2767</td>
<td>3085</td>
<td>3162</td>
<td>2445</td>
</tr>
<tr>
<td>I thought the leader of the party I chose would make a better Prime Minister</td>
<td>5481</td>
<td>1769</td>
<td>2101</td>
<td>1611</td>
<td>3114</td>
<td>1346</td>
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<tr>
<td>I thought the senior members of the party I chose would make a more competent government</td>
<td>3983</td>
<td>1271</td>
<td>1450</td>
<td>1262</td>
<td>2139</td>
<td>1020</td>
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<tr>
<td>I voted for who I thought was the best candidate locally regardless of their party</td>
<td>3098</td>
<td>715</td>
<td>1153</td>
<td>1230</td>
<td>1300</td>
<td>1063</td>
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<tr>
<td>I have always voted for that party</td>
<td>2699</td>
<td>751</td>
<td>954</td>
<td>994</td>
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<td>844</td>
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<tr>
<td>I voted tactically to try and stop another party from winning</td>
<td>2353</td>
<td>497</td>
<td>880</td>
<td>976</td>
<td>922</td>
<td>773</td>
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</table>

Lord Ashcroft
### General Election Day Poll
**CATI & Online Fieldwork: 5th-7th May 2015**

**Table 13**

Q.7 What are the most important issues for the country as a whole?

**Base: All respondents**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Yorks &amp; Humberside</th>
<th>East Midlands</th>
<th>West Midlands</th>
<th>Wales</th>
<th>East Anglia</th>
<th>Greater London</th>
<th>South East</th>
<th>South West</th>
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<tbody>
<tr>
<td></td>
<td></td>
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<td>North</td>
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<td>35%</td>
<td>44%</td>
<td>47%</td>
<td>48%</td>
<td>35%</td>
</tr>
</tbody>
</table>

**Lord Ashcroft**
### General Election Day Poll

**CATI & Online Fieldwork: 5th-7th May 2015**

**Table 13**

**Q.7 What are the most important issues for the country as a whole?**

**Base: All respondents**

<table>
<thead>
<tr>
<th>Q.7</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Con</td>
<td>Lab</td>
<td>LibDem</td>
</tr>
<tr>
<td>Base</td>
<td>12253</td>
<td>3996</td>
<td>3694</td>
<td>1108</td>
</tr>
<tr>
<td>Improving the NHS</td>
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<td>2825</td>
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<td>6281</td>
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<td>1856</td>
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<td>1894</td>
<td>1023</td>
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<td>Cutting the deficit and the debt</td>
<td>3700</td>
<td>2060</td>
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<td>406</td>
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<tr>
<td>Tackling the cost of living</td>
<td>3068</td>
<td>501</td>
<td>1529</td>
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<tr>
<td>Reforming welfare to cut benefit dependency</td>
<td>2455</td>
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<td>458</td>
<td>210</td>
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<tr>
<td>Defending Britain's interests in Europe</td>
<td>2161</td>
<td>936</td>
<td>308</td>
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<tr>
<td>Improving schools</td>
<td>1558</td>
<td>268</td>
<td>695</td>
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<td>Protecting the environment</td>
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<td>321</td>
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<tr>
<td>Dealing with crime</td>
<td>751</td>
<td>195</td>
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<tr>
<td>Other</td>
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<td>211</td>
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<td>145</td>
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<tr>
<td>Don't know</td>
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</tbody>
</table>

* Lord Ashcroft
General Election Day Poll  
CATI & Online Fieldwork: 5th-7th May 2015

Table 13

Q.7 What are the most important issues for the country as a whole?
Base: All respondents

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Charity/ Not-for-profit</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
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<tbody>
<tr>
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<tr>
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<td>1308</td>
<td>2549</td>
<td>2942</td>
<td>2294</td>
<td>2470</td>
<td>2035</td>
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<tr>
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<td>2401</td>
<td>1977</td>
<td>3161</td>
<td>1846</td>
<td>1274</td>
</tr>
<tr>
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<td>5038</td>
<td>1312</td>
<td>1869</td>
<td>1857</td>
<td>2713</td>
<td>1537</td>
<td>788</td>
</tr>
<tr>
<td>Cutting the deficit and the debt</td>
<td>3700</td>
<td>1459</td>
<td>1465</td>
<td>776</td>
<td>2739</td>
<td>700</td>
<td>261</td>
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<td>1572</td>
<td>810</td>
<td>1221</td>
<td>1137</td>
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<td>2455</td>
<td>928</td>
<td>916</td>
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<td>1630</td>
<td>552</td>
<td>273</td>
</tr>
<tr>
<td>Defending Britain's interests in Europe</td>
<td>2161</td>
<td>691</td>
<td>789</td>
<td>681</td>
<td>1245</td>
<td>607</td>
<td>309</td>
</tr>
<tr>
<td>Improving schools</td>
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<td>581</td>
<td>640</td>
<td>464</td>
<td>539</td>
<td>553</td>
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<tr>
<td>Protecting the environment</td>
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<td>174</td>
<td>333</td>
<td>559</td>
<td>259</td>
<td>320</td>
<td>487</td>
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<tr>
<td>Dealing with crime</td>
<td>751</td>
<td>176</td>
<td>253</td>
<td>322</td>
<td>297</td>
<td>255</td>
<td>199</td>
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<td>5</td>
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<tr>
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<td>16</td>
<td>23</td>
<td>14</td>
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</table>

Lord Ashcroft
General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

Table 14
Q.8 What are the most important issues for you and your family?
Base: All respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Yorks &amp; Hum-</th>
<th>Region</th>
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<tr>
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<td>Total</td>
<td>Male</td>
<td>Female</td>
<td>18-24</td>
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<tr>
<td>Base</td>
<td>12253</td>
<td>6008</td>
<td>6245</td>
<td>676</td>
</tr>
<tr>
<td>Improving the NHS</td>
<td>7071</td>
<td>3217</td>
<td>3854</td>
<td>376</td>
</tr>
<tr>
<td>Tackling the cost of living</td>
<td>5408</td>
<td>2371</td>
<td>3037</td>
<td>370</td>
</tr>
<tr>
<td>Getting the economy growing and creating jobs</td>
<td>5112</td>
<td>2644</td>
<td>2468</td>
<td>307</td>
</tr>
<tr>
<td>Controlling immigration</td>
<td>3538</td>
<td>1781</td>
<td>1757</td>
<td>88</td>
</tr>
<tr>
<td>Cutting the deficit and the debt</td>
<td>2504</td>
<td>1467</td>
<td>1037</td>
<td>103</td>
</tr>
<tr>
<td>Improving schools</td>
<td>2097</td>
<td>862</td>
<td>1235</td>
<td>165</td>
</tr>
<tr>
<td>Defending Britain’s interests in Europe</td>
<td>1639</td>
<td>931</td>
<td>708</td>
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<tr>
<td>Reforming welfare to cut benefit dependency</td>
<td>1493</td>
<td>763</td>
<td>730</td>
<td>68</td>
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<tr>
<td>Protecting the environment</td>
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<td>656</td>
<td>805</td>
<td>94</td>
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<tr>
<td>Dealing with crime</td>
<td>1236</td>
<td>636</td>
<td>600</td>
<td>69</td>
</tr>
<tr>
<td>Other</td>
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<td>706</td>
<td>624</td>
<td>77</td>
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<tr>
<td>Nothing</td>
<td>53</td>
<td>32</td>
<td>21</td>
<td>5</td>
</tr>
<tr>
<td>Don’t know</td>
<td>86</td>
<td>35</td>
<td>51</td>
<td>12</td>
</tr>
</tbody>
</table>

Lord Ashcroft
## Table 14

**General Election Day Poll**

**CATI & Online Fieldwork: 5th-7th May 2015**

Absolutes/col percents

### Q.8 What are the most important issues for you and your family?

**Base: All respondents**

<table>
<thead>
<tr>
<th>Issue</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>12253</td>
<td>3996</td>
<td>1108</td>
<td>1672</td>
</tr>
<tr>
<td>Improving the NHS</td>
<td>7071</td>
<td>1962</td>
<td>2583</td>
<td>678</td>
</tr>
<tr>
<td>Tackling the cost of living</td>
<td>5408</td>
<td>1405</td>
<td>2087</td>
<td>486</td>
</tr>
<tr>
<td>Cutting the deficit and saving for the long term</td>
<td>1131</td>
<td>321</td>
<td>2435</td>
<td>572</td>
</tr>
<tr>
<td>Defending Britain's interests in Europe</td>
<td>3068</td>
<td>894</td>
<td>4911</td>
<td>1063</td>
</tr>
<tr>
<td>Protecting the environment</td>
<td>3538</td>
<td>1323</td>
<td>661</td>
<td>161</td>
</tr>
<tr>
<td>Cutting the deficit and the debt</td>
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<td>532</td>
<td>817</td>
<td>242</td>
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<tr>
<td>Improving schools</td>
<td>1639</td>
<td>792</td>
<td>207</td>
<td>104</td>
</tr>
<tr>
<td>Reforming welfare to cut benefit dependency</td>
<td>1493</td>
<td>712</td>
<td>275</td>
<td>127</td>
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<tr>
<td>Protecting the environment</td>
<td>1461</td>
<td>235</td>
<td>435</td>
<td>217</td>
</tr>
<tr>
<td>Dealing with crime</td>
<td>1236</td>
<td>411</td>
<td>382</td>
<td>98</td>
</tr>
<tr>
<td>Other</td>
<td>1330</td>
<td>233</td>
<td>459</td>
<td>133</td>
</tr>
<tr>
<td>Nothing</td>
<td>53</td>
<td>19</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>Don’t know</td>
<td>86</td>
<td>18</td>
<td>26</td>
<td>7</td>
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</tbody>
</table>

### Notes

- Q.8 What are the most important issues for you and your family?
- Table 14 contains data from a survey conducted from May 5th to May 7th, 2015.
- The table presents the results of a poll on the most important issues for respondents, with data provided for 2015, 2010, and Best PM categories.
- The table includes issues such as improving the NHS, tackling the cost of living, and defending Britain's interests in Europe.
- The data is presented in a tabular format with absolute numbers and percentages.
Table 14
Q.8 What are the most important issues for you and your family?
Base: All respondents

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Charity/ for-profit</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Al ready feeling</td>
<td>Not but expect to</td>
<td>Not and don't expect to</td>
<td>Still need</td>
<td>Needed but no more</td>
<td>Never needed</td>
<td>Public</td>
</tr>
<tr>
<td></td>
<td>Total</td>
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<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3880</td>
</tr>
<tr>
<td>Improving the NHS</td>
<td>7071</td>
<td>1532</td>
<td>2637</td>
<td>2902</td>
<td>2740</td>
<td>2413</td>
<td>1918</td>
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<td>928</td>
<td>2068</td>
<td>2412</td>
<td>1979</td>
<td>1879</td>
<td>1550</td>
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<tr>
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<td>5112</td>
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<td>1960</td>
<td>1558</td>
<td>2574</td>
<td>1483</td>
<td>1055</td>
</tr>
<tr>
<td>Controlling immigration</td>
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<td>1258</td>
<td>1321</td>
<td>1935</td>
<td>1033</td>
<td>570</td>
</tr>
<tr>
<td>Cutting the deficit and the debt</td>
<td>2504</td>
<td>1081</td>
<td>936</td>
<td>487</td>
<td>1918</td>
<td>406</td>
<td>180</td>
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<td>2097</td>
<td>506</td>
<td>800</td>
<td>791</td>
<td>785</td>
<td>690</td>
<td>622</td>
</tr>
<tr>
<td>Defending Britain's interests in Europe</td>
<td>1639</td>
<td>565</td>
<td>616</td>
<td>458</td>
<td>1015</td>
<td>428</td>
<td>196</td>
</tr>
<tr>
<td>Reforming welfare to cut benefit dependency</td>
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<td>584</td>
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<td>987</td>
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<tr>
<td>Protecting the environment</td>
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<td>667</td>
<td>478</td>
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<tr>
<td>Dealing with crime</td>
<td>1236</td>
<td>304</td>
<td>450</td>
<td>482</td>
<td>566</td>
<td>399</td>
<td>271</td>
</tr>
<tr>
<td>Other</td>
<td>1330</td>
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<td>376</td>
<td>679</td>
<td>423</td>
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<td>553</td>
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<td>15</td>
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<td>30</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
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<td>18</td>
<td>33</td>
<td>35</td>
<td>38</td>
<td>26</td>
<td>22</td>
</tr>
</tbody>
</table>

- **Economic Recovery**
  - **Need for Austerity**
  - **Public v Private**
  - **Charity/ for-profit**
  - **Ethnicity**
  - **Religion**
  - **Most Important Reason For Vote**
  - **Methodology**

- **Base**: All respondents

- **Improve the NHS**
  - **Base**: All respondents

- **Cutting the deficit and the debt**
  - **Base**: All respondents

- **Getting the economy growing and creating jobs**
  - **Base**: All respondents

- **Controlling immigration**
  - **Base**: All respondents

- **Protecting the environment**
  - **Base**: All respondents

- **Dealing with crime**
  - **Base**: All respondents

- **Other**
  - **Base**: All respondents

- **Nothing**
  - **Base**: All respondents

- **Don't know**
  - **Base**: All respondents

**Lord Ashcroft**
### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

Table 15
Q.9 Which of the following do you think would make the best Prime Minister?
Base: All respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>Scotland</th>
<th>North</th>
<th>West</th>
<th>East Midlands</th>
<th>Wales</th>
<th>East Anglia</th>
<th>Greater London</th>
<th>South East</th>
<th>South West</th>
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</thead>
<tbody>
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<td>676</td>
<td>1483</td>
<td>1972</td>
<td>2402</td>
<td>2730</td>
<td>2990</td>
<td>4947</td>
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<td>1729</td>
<td>2334</td>
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<td>1206</td>
<td>1931</td>
<td>1108</td>
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</tr>
<tr>
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<td>3189</td>
<td>2903</td>
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<td>826</td>
<td>1064</td>
<td>1403</td>
<td>1917</td>
<td>2771</td>
<td>1632</td>
<td>847</td>
<td>829</td>
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<td>560</td>
<td>272</td>
<td>593</td>
<td>590</td>
<td>1159</td>
<td>628</td>
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<tr>
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<td>372</td>
<td>532</td>
<td>303</td>
<td>531</td>
<td>375</td>
<td>99</td>
<td>222</td>
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<td>115</td>
<td>180</td>
<td>186</td>
<td>288</td>
<td>173</td>
<td></td>
</tr>
</tbody>
</table>

| Gender | Age | SEG | Region | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scotland | North | West | East Midlands | Wales | East Anglia | Greater London | South East | South West |
|--------|-----|-----|--------|-------|------|--------|-------|-------|-------|-------|-------|-----|-----|----|-----|-------|-------|-------|------------|-------|------------|--------------|-----------|-----------|
| Base   | 12253 | 6008 | 6245 | 676  | 1483 | 1972  | 2402 | 2730 | 2990  | 4947  | 3219 | 1729  | 2334 | 1257 | 607 | 1445 | 853  | 1047  | 632  | 1072  | 1206 | 1931 | 1108 |
| David Cameron | 6092 | 3189 | 2903 | 252  | 630  | 826  | 1064 | 1403 | 1917  | 2771  | 1632 | 847   | 829  | 420  | 275 | 646  | 501  | 448   | 560  | 272   | 593  | 590   | 1159 | 628   |
| Don't know         | 2090 | 830  | 1260 | 106  | 239  | 387  | 499  | 488  | 731   | 372   | 532  | 303   | 531  | 375  | 99  | 222 | 166  | 122  | 164   | 115  | 180   | 186  | 288   | 173  |

Lord Ashcroft
Table 15
Q.9 Which of the following do you think would make the best Prime Minister?
Base: All respondents

<table>
<thead>
<tr>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>Con</td>
<td>Lab</td>
<td>LibDem</td>
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<td></td>
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<tr>
<td>David Cameron</td>
<td>6092</td>
<td>3896</td>
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</tr>
<tr>
<td>Ed Miliband</td>
<td>4071</td>
<td>23</td>
<td>2934</td>
</tr>
<tr>
<td></td>
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<tr>
<td>Don’t know</td>
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<td>77</td>
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<tr>
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<tr>
<td></td>
<td>17%</td>
<td>2%</td>
<td>13%</td>
</tr>
</tbody>
</table>
### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

**Q.9 Which of the following do you think would make the best Prime Minister?**

**Base: All respondents**

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fell</td>
<td>Not</td>
<td>and</td>
<td>don’t</td>
<td>feel</td>
<td>ing</td>
<td>Still</td>
</tr>
<tr>
<td>Total</td>
<td>12253</td>
<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3680</td>
</tr>
<tr>
<td>David Cameron</td>
<td>6092</td>
<td>2620</td>
<td>2385</td>
<td>1087</td>
<td>4617</td>
<td>1216</td>
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<tr>
<td>50%</td>
<td>82%</td>
<td>53%</td>
<td>24%</td>
<td>82%</td>
<td>33%</td>
<td>9%</td>
</tr>
<tr>
<td>Ed Miliband</td>
<td>4071</td>
<td>365</td>
<td>1407</td>
<td>2299</td>
<td>529</td>
<td>1587</td>
</tr>
<tr>
<td>33%</td>
<td>11%</td>
<td>31%</td>
<td>50%</td>
<td>9%</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2090</td>
<td>208</td>
<td>688</td>
<td>1194</td>
<td>511</td>
<td>877</td>
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<tr>
<td>17%</td>
<td>7%</td>
<td>15%</td>
<td>26%</td>
<td>9%</td>
<td>24%</td>
<td>24%</td>
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### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

**Table 16**
Q.10 Thinking about you and your family’s own personal situation, which of these statements comes closest to your view, even if you don’t completely agree with any of them?

Base: All respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total</td>
</tr>
<tr>
<td></td>
<td>Male</td>
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<tr>
<td>Base</td>
<td>12253</td>
<td>6008</td>
<td>6245</td>
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<tr>
<td>I am already feeling some of the benefits of an economic recovery</td>
<td>3193</td>
<td>1718</td>
<td>1475</td>
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<tr>
<td>I am not feeling the benefits of an economic recovery yet but I expect to do so at some point</td>
<td>4480</td>
<td>2065</td>
<td>2415</td>
</tr>
<tr>
<td>I am not feeling the benefits of an economic recovery and I don’t expect to</td>
<td>4580</td>
<td>2225</td>
<td>2355</td>
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Lord Ashcroft
General Election Day Poll  
CATI & Online Fieldwork: 5th-7th May 2015

Table 16  
Q.10 Thinking about you and your family’s own personal situation, which of these statements comes closest to your view, even if you don’t completely agree with any of them?  
Base: All respondents

<table>
<thead>
<tr>
<th>Statement</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Con</td>
<td>Lab</td>
<td>LibDem</td>
</tr>
<tr>
<td>I am already feeling some of the benefits of an economic recovery</td>
<td>12253</td>
<td>3996</td>
<td>3694</td>
<td>1108</td>
</tr>
<tr>
<td>I am not feeling the benefits of an economic recovery yet but I expect to do so at some point</td>
<td>4480</td>
<td>1576</td>
<td>1396</td>
<td>460</td>
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<tr>
<td>I am not feeling the benefits of an economic recovery and I don’t expect to</td>
<td>4580</td>
<td>448</td>
<td>1930</td>
<td>354</td>
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Lord Ashcroft
### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

#### Table 16
Q.10 Thinking about you and your family's own personal situation, which of these statements comes closest to your view, even if you don't completely agree with any of them?
Base: All respondents

<table>
<thead>
<tr>
<th>Economic Recovery Felt</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not already feeling</td>
<td>Not and don't expect to</td>
<td>Still needed</td>
<td>Needed but no more</td>
<td>Never needed</td>
<td>Public for-profit</td>
</tr>
<tr>
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<td>Total</td>
<td>12253</td>
<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
</tr>
<tr>
<td>I am already feeling some of the benefits of an economic recovery</td>
<td>3193</td>
<td>100%</td>
<td>-</td>
<td>-</td>
<td>2461</td>
<td>563</td>
</tr>
<tr>
<td>I am not feeling the benefits of an economic recovery yet but I expect to do so at some point</td>
<td>4480</td>
<td>-</td>
<td>100%</td>
<td>-</td>
<td>-</td>
<td>2149</td>
</tr>
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<td>I am not feeling the benefits of an economic recovery and I don't expect to</td>
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<td>-</td>
<td>-</td>
<td>100%</td>
<td>19%</td>
<td>62%</td>
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</table>

Lord Ashcroft
Table 17
Q.11 Thinking about the state of Britain's economy and the amount the government spends and borrows, which of these statements comes closest to your view, even if you don't completely agree with any of them?
Base: All respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Base</td>
<td>12253</td>
<td>6008</td>
<td>6245</td>
</tr>
<tr>
<td>The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years</td>
<td>5657</td>
<td>2834</td>
<td>2823</td>
</tr>
<tr>
<td>While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending</td>
<td>3680</td>
<td>1686</td>
<td>1994</td>
</tr>
<tr>
<td>Austerity and cuts in government spending were never really needed to fix the national economy, it was just used as an excuse to cut public services</td>
<td>2916</td>
<td>1488</td>
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Lord Ashcroft
### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

**Table 17**

Q.11 Thinking about the state of Britain's economy and the amount the government spends and borrows, which of these statements comes closest to your view, even if you don't completely agree with any of them?

**Base:** All respondents

<table>
<thead>
<tr>
<th>Q.11 Thinking about the state of Britain's economy and the amount the government spends and borrows, which of these statements comes closest to your view, even if you don't completely agree with any of them?</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Con</td>
<td>Lab</td>
<td>LibDem</td>
</tr>
<tr>
<td>Base</td>
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<td>3996</td>
<td>3694</td>
<td>1108</td>
</tr>
<tr>
<td>The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years</td>
<td>5657</td>
<td>3339</td>
<td>628</td>
<td>503</td>
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<tr>
<td>While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending</td>
<td>3680</td>
<td>571</td>
<td>1571</td>
<td>431</td>
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<tr>
<td>Austerity and cuts in government spending were never really needed to fix the national economy, it was just used as an excuse to cut public services</td>
<td>2916</td>
<td>86</td>
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<td>174</td>
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**Lord Ashcroft**
### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

#### Table 17
Q.11 Thinking about the state of Britain’s economy and the amount the government spends and borrows, which of these statements comes closest to your view, even if you don’t completely agree with any of them?

**Base: All respondents**

<table>
<thead>
<tr>
<th>Economic Recovery Felt</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not already feeling</td>
<td>Not but expect to</td>
<td>Still need</td>
<td>Needed but no more</td>
<td>Never needed</td>
<td>Public</td>
<td>Private</td>
</tr>
<tr>
<td>Total</td>
<td>12253</td>
<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3680</td>
</tr>
<tr>
<td>The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years</td>
<td>5657</td>
<td>2461</td>
<td>2149</td>
<td>1047</td>
<td>5657</td>
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</tr>
<tr>
<td>While a period of austerity was needed to fix the national economy, we don’t need another five years of cuts in government spending</td>
<td>3680</td>
<td>563</td>
<td>1607</td>
<td>1510</td>
<td>-</td>
<td>3680</td>
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<tr>
<td>Austerity and cuts in government spending were never really needed to fix the national economy, it was just used as an excuse to cut public services</td>
<td>2916</td>
<td>169</td>
<td>724</td>
<td>2023</td>
<td>-</td>
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</table>

**Lord Ashcroft**
### Table 18

**Gender**

**Base: All respondents**

<table>
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<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>Scotland</th>
<th>North</th>
<th>West</th>
<th>East</th>
<th>Wales</th>
<th>East</th>
<th>Greater</th>
<th>London</th>
<th>South</th>
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<td>622</td>
<td>289</td>
<td>718</td>
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<td>565</td>
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<td>42%</td>
<td>44%</td>
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<td>47%</td>
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</tr>
</tbody>
</table>

**Gender Absolutes/col percents**

- **Base**: All respondents
- **Male**: 6008 respondents
- **Female**: 6245 respondents

**Gender Distribution**

- Male: 49%
- Female: 51%

**Age Distribution**

- 18-24: 42%
- 25-34: 44%
- 35-44: 50%
- 45-54: 58%
- 55-64: 53%
- 65+: 55%

**Region Distribution**

- Scotland North: 318
- Scotland North West: 727
- Scotland East: 536
- Scotland West: 431
- Scotland Wales: 377
- England: 507
- Wales: 564
- East Anglia: 916
- Greater London: 523

**Notes**

- Lord Ashcroft
## General Election Day Poll
CATI & Online Fieldwork: 5th–7th May 2015

### Table 18
**Gender**
Base: All respondents

<table>
<thead>
<tr>
<th></th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>Since the Longing</th>
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<td>Economic Recovery</td>
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<td>Public v Private</td>
<td>Ethnicity</td>
<td>Religion</td>
<td>Most Important Reason For Vote</td>
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<tr>
<td><strong>Male</strong></td>
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<td><strong>Male</strong></td>
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General Election Day Poll
CATI & Online Fieldwork : 5th-7th May 2015

Table 18
Gender
Base: All respondents

Lord Ashcroft
### General Election Day Poll
CATI & Online Fieldwork : 5th-7th May 2015

Table 19
Which of the following age groups do you fall into?
Base: All respondents

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<th>Gender</th>
<th>Age</th>
<th>SEG</th>
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<th>25 to 34</th>
<th>35 to 44</th>
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<td>1972</td>
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</tr>
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<td>Female</td>
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<td>1972</td>
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Lord Ashcroft
### General Election Day Poll
**CATI & Online Fieldwork: 5th-7th May 2015**

**Table 19**

Which of the following age groups do you fall into?
Base: All respondents

<table>
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<tr>
<th>Age Group</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
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<td>In the last few days</td>
<td>In the last week</td>
<td>In the last month</td>
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<td>3996</td>
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<td>35 to 44</td>
<td>1972</td>
<td>504</td>
<td>711</td>
<td>170</td>
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<td>45 to 54</td>
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<td>770</td>
<td>188</td>
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<td>748</td>
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<td>632</td>
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<table>
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<th>Age Group</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
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<tr>
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Lord Ashcroft
### General Election Day Poll
**CATI & Online Fieldwork: 5th-7th May 2015**

#### Table 19
**Which of the following age groups do you fall into?**
**Base: All respondents**

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
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<td><strong>Fell</strong></td>
<td><strong>Not and don’t expect to</strong></td>
<td><strong>Still need</strong></td>
<td><strong>Need not seen more</strong></td>
<td><strong>Never</strong></td>
<td><strong>Public</strong></td>
<td><strong>Private</strong></td>
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<td>5657</td>
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<td>5%</td>
<td>6%</td>
</tr>
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<td>522</td>
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<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
</tr>
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<td>35 to 44</td>
<td>1972</td>
<td>470</td>
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<td>776</td>
<td>830</td>
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**Lord Ashcroft**
## Table 20

**General Election Day Poll**  
**CATI & Online Fieldwork: 5th-7th May 2015**

**Base: All respondents**

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<th>Age</th>
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<th>Region</th>
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* Refused/Declined/Other/Don’t Know
### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

#### Table 20
**SEG**
Base: All respondents

<table>
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<th>2010 Vote</th>
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#### Lord Ashcroft
## Economic Recovery

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<th>Private</th>
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## Methodology

- **Total**: 12253
- **A**: 1381
- **B**: 3566
- **C1**: 3219
- **C2**: 1292
- **D**: 1076
- **E**: 1258
- **Refused**: 24

**General Election Day Poll**

CATI & Online Fieldwork: 5th-7th May 2015

**Base: All respondents**

Lord Ashcroft
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### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

Absolutes/col. percents

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**Table 21**

**Base:** All respondents

**Lord Ashcroft**
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Table 21

**General Election Day Poll**

CATT & Online Fieldwork: 5th-7th May 2015

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Lord Ashcroft
## General Election Day Poll
### CATI & Online Fieldwork: 5th-7th May 2015

### Absolutes/col percents

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<th><strong>Base: All respondents</strong></th>
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<td>Owner with a mortgage or loan</td>
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**Base**: 497 | 809 | 383 | 486 | 268 | 430 | 683 | 675 | 1445 | 1093 | 855 | 1047 | 632 | 1072 | 1206 | 1931 | 1108 |

**Owned outright - without mortgage**: 40% | 43% | 37% | 17% | 11% | 14% | 26% | 53% | 76% | 47% | 37% | 39% | 29% | 34% | 38% | 33% | 40% | 40% | 39% | 42% | 45% | 32% | 42% | 45% |

**Owned with a mortgage or loan**: 32% | 30% | 33% | 26% | 40% | 53% | 45% | 26% | 10% | 37% | 32% | 34% | 19% | 36% | 30% | 29% | 33% | 34% | 35% | 30% | 32% | 31% | 32% | 28% |

**Rented from the council**: 6% | 6% | 7% | 6% | 6% | 7% | 9% | 7% | 4% | 2% | 4% | 7% | 17% | 9% | 8% | 5% | 8% | 6% | 6% | 4% | 8% | 5% | 5% |

**Rented from a housing association**: 7% | 7% | 8% | 10% | 9% | 8% | 8% | 7% | 5% | 2% | 7% | 7% | 18% | 8% | 8% | 10% | 5% | 4% | 8% | 7% | 6% | 9% | 7% | 6% |

**Rented from someone else**: 13% | 13% | 14% | 35% | 31% | 17% | 12% | 7% | 5% | 10% | 18% | 12% | 15% | 12% | 15% | 13% | 13% | 11% | 13% | 11% | 18% | 13% | 16% | 13% | 16% |

**Rent free**: 1% | 1% | 1% | 6% | 2% | 1% | 1% | " | " | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |

**Prefer not to answer**: 21 | 14 | 7 | 6 | 5 | 5 | 3 | 2 | 4 | 5 | 5 | 2 | 2 | 1 | - | 2 | 1 | 5 | 1 | 3 | 2 | 2 | 2 |
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<tr>
<td>Rented from a housing association</td>
<td>885</td>
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<td>Rented from someone else</td>
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<td>Rent free</td>
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Lord Ashcroft
### Economic Recovery

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<th>Religion</th>
<th>Ethnicity</th>
<th>Public v Private</th>
<th>Need for Austerity</th>
<th>Not and don't expect to</th>
<th>Not but expect to</th>
<th>Still need</th>
<th>Never needed</th>
<th>Public</th>
<th>Pri- vate</th>
<th>Char- ity/ not- for- profit</th>
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<th>Christ</th>
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<th>Poli- cies</th>
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**Lord Ashcroft**
### General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

**Table 23**

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Base</td>
<td>12253</td>
<td>6008</td>
<td>6245</td>
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<tr>
<td>No formal education</td>
<td>88</td>
<td>58</td>
<td>30</td>
</tr>
<tr>
<td>Primary school</td>
<td>57</td>
<td>33</td>
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</tr>
<tr>
<td>University degree or equivalent</td>
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<td>2301</td>
<td>2199</td>
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<tr>
<td>Higher university, doctorate, MBA, NVQ level 5, etc.</td>
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<td>920</td>
<td>845</td>
</tr>
<tr>
<td>Still in full time education</td>
<td>249</td>
<td>116</td>
<td>133</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>95</td>
<td>53</td>
<td>42</td>
</tr>
<tr>
<td>Don't know</td>
<td>26</td>
<td>17</td>
<td>9</td>
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Lord Ashcroft
### Table 23
What is the highest educational level that you have achieved to date?

**Base: All respondents**

<table>
<thead>
<tr>
<th></th>
<th>2015 Vote</th>
<th>When Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
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<td>Con</td>
<td>Lab</td>
<td>LibDem</td>
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<td>20</td>
<td>31</td>
<td>4</td>
</tr>
<tr>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>*</td>
</tr>
<tr>
<td>Secondary school, higher school, NVQ levels 1 to 3, etc.</td>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>University degree or equivalent professional qualification, NVQ level 4, etc.</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>*</td>
</tr>
<tr>
<td>Higher university degree, doctorate, MBA, NVQ level 5, etc.</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>*</td>
</tr>
<tr>
<td>Still in full time education</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>*</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>*</td>
</tr>
<tr>
<td>Don't know</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>*</td>
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Lord Ashcroft
**General Election Day Poll**  
**CATI & Online Fieldwork : 5th-7th May 2015**

**Table 23**  
What is the highest educational level that you have achieved to date?  
Base: All respondents

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
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</thead>
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<tr>
<td></td>
<td>Felt</td>
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<td>Not and don't expect to</td>
<td>Not and don't expect to</td>
<td>Never needed</td>
<td>Public</td>
<td>Private</td>
</tr>
<tr>
<td>Base</td>
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<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3680</td>
</tr>
</tbody>
</table>

No formal education

| 88 | 17 | 27 | 44 | 31 | 32 | 25 | 9 | 18 | 1 | 85 | 1 | 56 | 10 | 20 | 21 | 11 | 11 | 3 | 12 | 7 | 19 | 69 |

Primary school

| 57 | 11 | 21 | 25 | 21 | 26 | 10 | 8 | 11 | - | 54 | 3 | 38 | 2 | 17 | 13 | 8 | 13 | 1 | 6 | 6 | 12 | 45 |

Secondary school, high school, NVQ levels 1 to 3, etc.

| 5473 | 1295 | 2004 | 2174 | 2564 | 1734 | 1175 | 862 | 1658 | 114 | 5244 | 201 | 3318 | 257 | 1826 | 1867 | 1061 | 605 | 260 | 462 | 505 | 538 |

University degree or equivalent professional qualification, NVQ level 4, etc.

| 4500 | 1298 | 1640 | 1562 | 2167 | 1254 | 1079 | 831 | 1581 | 181 | 4207 | 244 | 2431 | 261 | 1747 | 1866 | 733 | 338 | 291 | 445 | 449 | 303 | 4197 |

Higher university degree, doctorate, MBA, NVQ level 5, etc.

| 1765 | 491  | 640  | 634  | 733  | 532  | 500  | 464  | 601  | 105  | 1556 | 179  | 853  | 168  | 695  | 718  | 287  | 172  | 94  | 189  | 167  | 121  | 1644 |

Still in full time education

| 249  | 53   | 106  | 90   | 87   | 73   | 89   | 8   | 20   | 1   | 215  | 31   | 65   | 22   | 156  | 109  | 61   | 28   | 5   | 20   | 17   | 2   | 247  |

Prefer not to answer

| 95   | 20   | 36   | 39   | 42   | 25   | 28   | 11  | 32   | 3   | 61   | 5    | 36   | 7    | 31   | 27   | 23   | 8    | 11   | 7    | 4    | 91   |

Don't know

| 26   | 8    | 6    | 12   | 12   | 4    | 10   | 3   | 8    | -   | 23   | 2    | 16   | -    | 9    | 9    | 6    | 1    | 2    | 3    | 1    | 5    | 21   |
### General Election Day Poll
#### CATI & Online Fieldwork: 5th-7th May 2015

**Table 24**

To which of these ethnic groups do you consider you belong...?

**Base: All respondents**

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<thead>
<tr>
<th>Gender</th>
<th>Age</th>
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<th>Region</th>
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<tr>
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<td>Total</td>
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<td>Female</td>
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<td>6245</td>
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<tr>
<td>White</td>
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<td>5836</td>
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<td>93%</td>
<td>93%</td>
</tr>
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<td>Black Caribbean</td>
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<td>1%</td>
<td>1%</td>
</tr>
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<td>Other</td>
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Lord Ashcroft
**General Election Day Poll**

**CATI & Online Fieldwork: 5th-7th May 2015**

**Table 24**

To which of these ethnic groups do you consider you belong...

**Base: All respondents**

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<tr>
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<th>2015 Vote</th>
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**Notes:*** **

Lord Ashcroft
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<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
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**Lord Ashcroft**
### General Election Day Poll
#### CATI & Online Fieldwork: 5th-7th May 2015

**Which of the following best describes your current working status?**

**Base: All respondents**

| Gender    | Age  | SEG | Region       | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Scotland | North | North West | East Midlands | West Midlands | Wales | East Anglia | Greater London | South East | South West |_absolutes/col percents_
<table>
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<tbody>
<tr>
<td>Working full time - working 30 hours per week or more</td>
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<td>Working part time - working between 8 and 29 hours per week</td>
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<td>Not working and not seeking work/student</td>
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<td>Retired on a state pension only</td>
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<tr>
<td>Retired with a private pension</td>
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<tr>
<td>Houseperson, housewife, househusband, etc.</td>
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Lord Ashcroft
### General Election Day Poll
**CATI & Online Fieldwork : 5th-7th May 2015**

**Table 25**

Which of the following best describes your current working status?

**Base: All respondents**

<table>
<thead>
<tr>
<th>Working Status</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Con</td>
<td>Lab</td>
<td>LibDem</td>
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<tr>
<td>----------------</td>
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<td>-------</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td>Base</td>
<td>12253</td>
<td>3996</td>
<td>3694</td>
<td>1108</td>
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<tr>
<td>Working full time - working 20 hours per week or more</td>
<td>4551</td>
<td>1390</td>
<td>1447</td>
<td>382</td>
</tr>
<tr>
<td>Working part time - working 8 and 29 hours per week</td>
<td>1979</td>
<td>628</td>
<td>617</td>
<td>178</td>
</tr>
<tr>
<td>Not working but seeking work or temporarily unemployed or sick</td>
<td>573</td>
<td>97</td>
<td>224</td>
<td>36</td>
</tr>
<tr>
<td>Not working and not seeking work/student</td>
<td>681</td>
<td>144</td>
<td>271</td>
<td>64</td>
</tr>
<tr>
<td>Retired on a state pension only</td>
<td>677</td>
<td>234</td>
<td>179</td>
<td>50</td>
</tr>
<tr>
<td>Retired with a private pension</td>
<td>2873</td>
<td>1276</td>
<td>615</td>
<td>323</td>
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<tr>
<td>House person, housewife, househusband, etc.</td>
<td>915</td>
<td>225</td>
<td>341</td>
<td>75</td>
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<tr>
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</table>

**Lord Ashcroft**
### General Election Day Poll
**CATI & Online Fieldwork : 5th-7th May 2015**

**Table 25**
Which of the following best describes your current working status?

**Base: All respondents**

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Al-ready feel-ing</td>
<td>Not and don't</td>
<td>Needed but no</td>
<td>Public</td>
<td>Pri-vate</td>
<td>Char-ity/</td>
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<td>more</td>
<td>needed</td>
<td>Private</td>
<td>for-</td>
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<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3680</td>
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<td>4551</td>
<td>1287</td>
<td>1670</td>
<td>1594</td>
<td>2009</td>
<td>1374</td>
</tr>
<tr>
<td>Working part time - working between 8 and 29 hours per week</td>
<td>1979</td>
<td>503</td>
<td>743</td>
<td>733</td>
<td>909</td>
<td>588</td>
</tr>
<tr>
<td>Not working but seeking work or temporarily unemployed or sick</td>
<td>573</td>
<td>51</td>
<td>192</td>
<td>330</td>
<td>172</td>
<td>197</td>
</tr>
<tr>
<td>Not working and not seeking work/student</td>
<td>681</td>
<td>103</td>
<td>246</td>
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<td>226</td>
<td>199</td>
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<tr>
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<td>137</td>
<td>249</td>
<td>291</td>
<td>313</td>
<td>224</td>
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<tr>
<td>Retired with a private pension</td>
<td>2873</td>
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<td>1047</td>
<td>894</td>
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<td>330</td>
<td>406</td>
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</table>

**Lord Ashcroft**
## Table 26

### Do you currently work in...?

**Base:** All respondents who work

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<th>SEG</th>
<th>Region</th>
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<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>Scot-</th>
<th>North</th>
<th>West</th>
<th>East</th>
<th>West</th>
<th>Mid-lands</th>
<th>West</th>
<th>Wales</th>
<th>East</th>
<th>Anglia</th>
<th>London</th>
<th>South</th>
<th>South</th>
<th>West</th>
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<td>1809</td>
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<td>1964</td>
<td>1025</td>
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<td>709</td>
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<td>729</td>
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<td>320</td>
<td>60%</td>
<td>70%</td>
<td>51%</td>
<td>56%</td>
<td>59%</td>
<td>60%</td>
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<td>The charity/not-for-profit sector</td>
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<td>256</td>
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<td>6%</td>
<td>5%</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
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</tbody>
</table>

*Lord Ashcroft*
Table 26
Do you currently work in...?
Base: All respondents who work

<table>
<thead>
<tr>
<th>Base: All respondents who work</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
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<td>561</td>
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<td>251</td>
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<td>1362</td>
<td>1093</td>
<td>352</td>
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<tr>
<td>The charity/not-for-profit sector</td>
<td>405</td>
<td>95</td>
<td>160</td>
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</tr>
</tbody>
</table>

Lord Ashcroft

General Election Day Poll
CATI & Online Fieldwork: 5th-7th May 2015

Absolutes/col percents

Table 26
Do you currently work in...?
Base: All respondents who work

<table>
<thead>
<tr>
<th>Base: All respondents who work</th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
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<tbody>
<tr>
<td></td>
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<td>Lab: 2064</td>
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<tr>
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<td>2196</td>
<td>561</td>
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<td>The private sector</td>
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<td>1362</td>
<td>1093</td>
<td>352</td>
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<tr>
<td>The charity/not-for-profit sector</td>
<td>405</td>
<td>95</td>
<td>160</td>
<td>38</td>
</tr>
<tr>
<td>Economic Recovery</td>
<td>Need for Austerity</td>
<td>Public v Private</td>
<td>Ethnicity</td>
<td>Religion</td>
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<tr>
<td>-------------------</td>
<td>-------------------</td>
<td>------------------</td>
<td>-----------</td>
<td>----------</td>
</tr>
<tr>
<td>Felt</td>
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<td>Still</td>
<td>Never</td>
<td>Public</td>
</tr>
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<td>Not expect to</td>
<td>to</td>
<td>to</td>
<td>to</td>
</tr>
<tr>
<td>To</td>
<td>To</td>
<td>To</td>
<td>To</td>
<td>To</td>
</tr>
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<td>Total</td>
<td>Total</td>
<td>Total</td>
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<td>878</td>
</tr>
<tr>
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<td>26%</td>
<td>36%</td>
<td>38%</td>
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<tr>
<td>The private sector</td>
<td>3929</td>
<td>1243</td>
<td>1395</td>
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</tr>
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<td></td>
<td>60%</td>
<td>69%</td>
<td>58%</td>
<td>55%</td>
</tr>
<tr>
<td>The charity/not-for-profit sector</td>
<td>405</td>
<td>88</td>
<td>159</td>
<td>158</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Lord Ashcroft
## General Election Day Poll

**CATI & Online Fieldwork : 5th-7th May 2015**

### Absolutes/col percents

**Table 27**

Do you have any children aged 18 or under? If so, how old are they?

**Base: All respondents**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>--------</td>
<td>-------</td>
<td>------</td>
<td>--------</td>
</tr>
<tr>
<td>Base</td>
<td>12253</td>
<td>6008</td>
<td>6245</td>
</tr>
<tr>
<td>No children aged 18 or under</td>
<td>9049</td>
<td>4642</td>
<td>4407</td>
</tr>
<tr>
<td>NET: Yes</td>
<td>3141</td>
<td>1335</td>
<td>1806</td>
</tr>
<tr>
<td>Yes - children aged under 5 years old</td>
<td>982</td>
<td>385</td>
<td>597</td>
</tr>
<tr>
<td>Yes - children aged 5 to 10 years old</td>
<td>1333</td>
<td>555</td>
<td>778</td>
</tr>
<tr>
<td>Yes - children aged 11 to 15 years old</td>
<td>1275</td>
<td>544</td>
<td>731</td>
</tr>
<tr>
<td>Yes - children aged 16 to 18 years old</td>
<td>878</td>
<td>374</td>
<td>504</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>63</td>
<td>31</td>
<td>32</td>
</tr>
</tbody>
</table>

Prefer not to answer | 1%   | 1%    | 1%     | 1%    | 1%    | 1%    | 1%    | 1%    | 1%    | 1%   | 1%   | 1%   | 1%   | 1%   | 1%    | 1%       | 1%          | 1%  | 1%         | 1%           | 1%        | 1%      |

Lord Ashcroft
<table>
<thead>
<tr>
<th></th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>Since the Longest How Many</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Con</td>
<td>Lab</td>
<td>LibDem</td>
<td>UKIP</td>
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<td>Base</td>
<td>12253</td>
<td>3996</td>
<td>3694</td>
<td>1108</td>
<td>1672</td>
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<td>3105</td>
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<td>851</td>
<td>1260</td>
</tr>
<tr>
<td></td>
<td>74%</td>
<td>78%</td>
<td>69%</td>
<td>77%</td>
<td>75%</td>
</tr>
<tr>
<td>NET: Yes</td>
<td>3141</td>
<td>878</td>
<td>1146</td>
<td>251</td>
<td>401</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>22%</td>
<td>31%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Yes - children aged 5 years old</td>
<td>982</td>
<td>263</td>
<td>385</td>
<td>85</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>7%</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Yes - children aged 10 years old</td>
<td>1333</td>
<td>359</td>
<td>510</td>
<td>117</td>
<td>159</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>9%</td>
<td>14%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Yes - children aged 11 years old</td>
<td>1275</td>
<td>345</td>
<td>468</td>
<td>92</td>
<td>182</td>
</tr>
<tr>
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<td>10%</td>
<td>9%</td>
<td>13%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Yes - children aged 15 years old</td>
<td>878</td>
<td>237</td>
<td>332</td>
<td>61</td>
<td>123</td>
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<tr>
<td></td>
<td>7%</td>
<td>6%</td>
<td>9%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Yes - children aged 16 years old</td>
<td>63</td>
<td>13</td>
<td>17</td>
<td>6</td>
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<tr>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 27
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

Lord Ashcroft
### Economic Recovery

<table>
<thead>
<tr>
<th></th>
<th>Fell</th>
<th>Not</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Char-ality/for-profit</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>12253</td>
<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3680</td>
<td>2916</td>
<td>2916</td>
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</tr>
<tr>
<td>No children</td>
<td>9049</td>
<td>2416</td>
<td>3237</td>
<td>3396</td>
<td>4326</td>
<td>2659</td>
<td>2064</td>
<td>2064</td>
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</tr>
<tr>
<td>under</td>
<td>26%</td>
<td>74%</td>
<td>72%</td>
<td>74%</td>
<td>76%</td>
<td>72%</td>
<td>71%</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>NET: Yes</td>
<td>3141</td>
<td>766</td>
<td>1216</td>
<td>1159</td>
<td>1300</td>
<td>836</td>
<td>881</td>
<td>1417</td>
<td></td>
</tr>
<tr>
<td>Yes - children</td>
<td>982</td>
<td>262</td>
<td>397</td>
<td>323</td>
<td>410</td>
<td>312</td>
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<td>265</td>
<td></td>
</tr>
<tr>
<td>under 5 years old</td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Yes - children</td>
<td>1333</td>
<td>335</td>
<td>517</td>
<td>481</td>
<td>538</td>
<td>426</td>
<td>369</td>
<td>384</td>
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<tr>
<td>to 10 years old</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
<td>13%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Yes - children</td>
<td>1275</td>
<td>281</td>
<td>479</td>
<td>515</td>
<td>510</td>
<td>420</td>
<td>345</td>
<td>377</td>
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<tr>
<td>under 11 to 15</td>
<td>10%</td>
<td>9%</td>
<td>11%</td>
<td>9%</td>
<td>11%</td>
<td>12%</td>
<td>17%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Yes - children</td>
<td>878</td>
<td>179</td>
<td>346</td>
<td>353</td>
<td>361</td>
<td>291</td>
<td>226</td>
<td>241</td>
<td></td>
</tr>
<tr>
<td>under 16 to 18</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>11%</td>
<td>10%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to</td>
<td>63</td>
<td>11</td>
<td>27</td>
<td>25</td>
<td>31</td>
<td>16</td>
<td>16</td>
<td>13</td>
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<tr>
<td>answer</td>
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<td>1%</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

### Other Information

**Table 27**

**Do you have any children aged 18 or under? If so, how old are they?**

**Base: All respondents**

- **General Election Day Poll**
- **CATI & Online Fieldwork: 5th-7th May 2015**
- **Absolutes/col percents**

<table>
<thead>
<tr>
<th>Base: All respondents</th>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Char-ality/for-profit</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
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<tbody>
<tr>
<td>Total</td>
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<td></td>
<td></td>
<td></td>
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<td>3193</td>
<td>4480</td>
<td>4580</td>
<td>5657</td>
<td>3680</td>
<td>2916</td>
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<td>3237</td>
<td>3396</td>
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<td>2659</td>
<td>2064</td>
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<tr>
<td>under</td>
<td>74%</td>
<td>76%</td>
<td>72%</td>
<td>74%</td>
<td>76%</td>
<td>72%</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>NET: Yes</td>
<td>3141</td>
<td>766</td>
<td>1216</td>
<td>1159</td>
<td>1300</td>
<td>836</td>
<td>881</td>
<td></td>
</tr>
<tr>
<td>Yes - children aged</td>
<td>982</td>
<td>262</td>
<td>397</td>
<td>323</td>
<td>410</td>
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<td>260</td>
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<tr>
<td>under 5 years old</td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Yes - children aged</td>
<td>1333</td>
<td>335</td>
<td>517</td>
<td>481</td>
<td>538</td>
<td>426</td>
<td>369</td>
<td></td>
</tr>
<tr>
<td>to 10 years old</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Yes - children aged</td>
<td>1275</td>
<td>281</td>
<td>479</td>
<td>515</td>
<td>510</td>
<td>420</td>
<td>345</td>
<td></td>
</tr>
<tr>
<td>under 11 to 15 years</td>
<td>10%</td>
<td>9%</td>
<td>11%</td>
<td>9%</td>
<td>11%</td>
<td>12%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Yes - children aged</td>
<td>878</td>
<td>179</td>
<td>346</td>
<td>353</td>
<td>361</td>
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<td>226</td>
<td></td>
</tr>
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<td>under 16 to 18 years</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>63</td>
<td>11</td>
<td>27</td>
<td>25</td>
<td>31</td>
<td>16</td>
<td>16</td>
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</tbody>
</table>

**Lord Ashcroft**
## General Election Day Poll
### CATI & Online Fieldwork: 5th-7th May 2015

**Table 28**
To which of the following religious groups do you consider yourself to be a member?

Base: All respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Male</strong></td>
<td><strong>Female</strong></td>
<td><strong>18-24</strong></td>
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<tr>
<td><strong>Base</strong></td>
<td>12253</td>
<td>6008</td>
<td>6245</td>
</tr>
<tr>
<td><strong>Christian</strong></td>
<td>6813</td>
<td>3221</td>
<td>3592</td>
</tr>
<tr>
<td>56%</td>
<td>54%</td>
<td>58%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>NET: Other</strong></td>
<td>727</td>
<td>331</td>
<td>396</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Muslim</strong></td>
<td>161</td>
<td>80</td>
<td>81</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Hindu</strong></td>
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<td>39</td>
<td>45</td>
</tr>
<tr>
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<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Jewish</strong></td>
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<td>54</td>
<td>54</td>
</tr>
<tr>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
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<td>13</td>
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</tr>
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<td>*</td>
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<td>1%</td>
</tr>
<tr>
<td><strong>Buddhist</strong></td>
<td>70</td>
<td>38</td>
<td>32</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>281</td>
<td>107</td>
<td>174</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
</tr>
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<td>2350</td>
<td>2151</td>
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<tr>
<td>37%</td>
<td>39%</td>
<td>34%</td>
<td>56%</td>
</tr>
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<td><strong>Prefer not to say</strong></td>
<td>212</td>
<td>106</td>
<td>106</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>
## General Election Day Poll
CATT & Online Fieldwork: 5th-7th May 2015

### Table 28
To which of the following religious groups do you consider yourself to be a member?

**Base: All respondents**

<table>
<thead>
<tr>
<th></th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Con.</td>
<td>Lab</td>
<td>LibDem</td>
</tr>
<tr>
<td><strong>Base</strong></td>
<td>12253</td>
<td>3996</td>
<td>3694</td>
<td>1108</td>
</tr>
<tr>
<td>Christian</td>
<td>6813</td>
<td>2689</td>
<td>1836</td>
<td>555</td>
</tr>
<tr>
<td>NET: Other</td>
<td>727</td>
<td>195</td>
<td>300</td>
<td>57</td>
</tr>
<tr>
<td>Muslim</td>
<td>161</td>
<td>28</td>
<td>115</td>
<td>8</td>
</tr>
<tr>
<td>Hindu</td>
<td>84</td>
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<tr>
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Lord Ashcroft
## General Election Day Poll
CATI & Online Fieldwork : 5th-7th May 2015

Absolutes/col percents

### Table 28
To which of the following religious groups do you consider yourself to be a member?
Base: All respondents

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
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<tbody>
<tr>
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<td>Not being</td>
<td>Still</td>
<td>Never</td>
<td>Pri-</td>
<td>White</td>
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<td>8%</td>
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<td>1%</td>
<td>1%</td>
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<tr>
<td>Jewish</td>
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<td>1%</td>
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<td>*</td>
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<td>*</td>
</tr>
<tr>
<td>Buddhist</td>
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<td>1%</td>
<td>*</td>
<td>1%</td>
<td>*</td>
<td>*</td>
</tr>
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<td>36</td>
<td>89</td>
<td>156</td>
<td>81</td>
<td>79</td>
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<td>2%</td>
<td>3%</td>
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<td>4%</td>
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<td>34%</td>
<td>49%</td>
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<tr>
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</table>

Lord Ashcroft
Table 29
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>SEG</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
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</tr>
<tr>
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<td>1931</td>
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<td>1206</td>
<td>1093</td>
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<td>574</td>
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<td>1027</td>
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<td>1445</td>
<td>1027</td>
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<td>4699</td>
<td>4250</td>
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<td>1445</td>
<td>1027</td>
<td>854</td>
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<td>104</td>
<td>117</td>
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Lord Ashcroft
## General Election Day Poll

**CATH & Online Fieldwork: 5th-7th May 2015**

**Absolutes/col percents**

### Table 29

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

<table>
<thead>
<tr>
<th></th>
<th>2015 Vote</th>
<th>When Mind Made Up</th>
<th>2010 Vote</th>
<th>Best PM</th>
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<td>850</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
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Lord Ashcroft
### General Election Day Poll

**CATI & Online Fieldwork: 5th-7th May 2015**

**Table 29**

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

**Base: All respondents**

<table>
<thead>
<tr>
<th>Economic Recovery Fell</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
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<tr>
<td>Al-ready feeling Not but expect to Not and don't expect to Still need Needed but no more Never needed Public Private Charity/nn-for-profit White BME Christian Other None Motives Policies Leader Team Tactical Local CATI Online</td>
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<td>483</td>
<td>792</td>
<td>627</td>
<td>503</td>
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**Lord Ashcroft**
### General Election Day Poll
**C ATI & Online Fieldwork : 5th-7th May 2015**

Table 30
**Methodology**

**Base: All respondents**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
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**Methodology**

**Base: All respondents**

**Lord Ashcroft**
## General Election Day Poll
### CATI & Online Fieldwork: 5th-7th May 2015

### Methodology
Base: All respondents

### Table 30

#### 2015 Vote

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<th>Party</th>
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<th>Con</th>
<th>Lab</th>
<th>LibDem</th>
<th>UKIP</th>
<th>Green</th>
<th>SNP</th>
<th>Plaid Cymru</th>
<th>On polling day</th>
<th>In the last few days</th>
<th>In the last week</th>
<th>Since the beginning of the year</th>
<th>Longer than a year ago</th>
<th>Always known</th>
<th>Con</th>
<th>Lab</th>
<th>LibDem</th>
<th>UKIP</th>
<th>Green</th>
<th>SNP</th>
<th>Plaid Cymru</th>
<th>David Cameron</th>
<th>Ed Miliband</th>
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<td>5593</td>
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<th>Party</th>
<th>Base</th>
<th>2015 Vote</th>
<th>Percentage</th>
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<tr>
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<td>Lab</td>
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<tr>
<td>On polling day</td>
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<td>In the last few days</td>
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<tr>
<td>In the last week</td>
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<td>10%</td>
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<tr>
<td>Since the beginning of the year</td>
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<tr>
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<td>11%</td>
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#### Lord Ashcroft
### General Election Day Poll
**C ATI & Online Fieldwork : 5th-7th May 2015**

**Table 30**  
**Methodology**  
**Base:** All respondents

<table>
<thead>
<tr>
<th>Economic Recovery</th>
<th>Need for Austerity</th>
<th>Public v Private</th>
<th>Ethnicity</th>
<th>Religion</th>
<th>Most Important Reason For Vote</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Felt</strong></td>
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<td></td>
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<td>All</td>
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**Lord Ashcroft**

**Table 30**  
**Methodology**  
**Base:** All respondents

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