

The Ashcroft National Poll

CATI Fieldwork : 10th - 12th October 2014

Absolutes/col percents

Table 1

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

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1001	477	524	85	156	165	207	169	219	356	210	182	253	258	261	244	146	92	861	
Weighted base	1001	483	518	118	173	172	176	149	213	276	283	211	231	273	260	240	143	86	867	
Absolutely certain to vote	(10)	566 57%	284 59%	282 54%	50 42%	77 44%	100 58%	99 56%	95 64%	145 68%	182 66%	175 62%	101 48%	107 46%	149 55%	129 50%	142 59%	83 58%	62 72%	474 55%
	(9)	55 5%	27 6%	28 5%	8 7%	9 5%	11 6%	10 6%	8 6%	9 4%	18 6%	16 5%	9 4%	12 5%	11 4%	20 8%	14 6%	9 6%	1 2%	53 6%
	(8)	70 7%	23 5%	47 9%	10 8%	14 8%	13 8%	12 7%	7 5%	13 6%	18 7%	23 8%	10 5%	18 8%	27 10%	14 5%	17 7%	7 5%	4 5%	62 7%
	(7)	47 5%	25 5%	22 4%	13 11%	11 6%	6 3%	2 1%	6 4%	9 4%	11 4%	10 4%	14 7%	12 5%	11 4%	21 8%	8 3%	5 4%	2 2%	42 5%
	(6)	23 2%	13 3%	10 2%	4 3%	9 5%	2 1%	2 1%	2 2%	3 2%	3 1%	9 3%	3 1%	9 4%	5 2%	9 4%	5 2%	3 2%	- -	23 3%
	(5)	64 6%	24 5%	40 8%	9 8%	12 7%	8 4%	16 9%	8 6%	12 5%	13 5%	15 11%	23 6%	13 6%	17 6%	17 7%	15 6%	12 9%	2 2%	54 6%
	(4)	14 1%	3 1%	11 2%	2 2%	3 2%	2 1%	2 1%	2 2%	3 1%	1 1%	6 2%	1 1%	5 2%	3 1%	4 2%	1 *	3 2%	3 3%	9 1%
	(3)	31 3%	16 3%	15 3%	7 6%	7 4%	6 4%	3 2%	5 4%	2 1%	10 4%	3 1%	6 3%	12 5%	8 3%	6 2%	9 4%	8 6%	- -	31 4%
	(2)	8 1%	2 *	6 1%	2 1%	1 *	3 2%	3 1%	- -	1 *	4 1%	2 1%	2 1%	1 *	2 1%	5 2%	2 1%	- -	- -	8 1%
Definitely would not vote	(1)	116 12%	62 13%	54 10%	14 11%	30 17%	19 11%	27 15%	14 9%	13 6%	15 5%	24 8%	39 19%	38 16%	37 13%	34 13%	23 9%	12 8%	11 12%	102 12%
Refused		6 1%	3 1%	3 1%	- -	- -	3 2%	2 1%	1 1%	1 *	1 *	- -	3 1%	2 1%	3 1%	- -	2 1%	- -	1 1%	5 1%
Don't know		2 *	- -	2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	1 *	1 *	- -	- -	2 *
Mean		7.83	7.85	7.81	7.25	7.07	7.94	7.61	8.20	8.60	8.53	8.27	7.04	7.15	7.70	7.52	8.06	7.91	8.37	7.76
Standard deviation		3.17	3.24	3.10	3.18	3.43	3.19	3.42	2.99	2.61	2.67	2.84	3.56	3.46	3.27	3.25	3.04	3.04	3.14	3.19
Standard error		0.10	0.15	0.14	0.34	0.27	0.25	0.24	0.23	0.18	0.14	0.20	0.27	0.22	0.20	0.20	0.20	0.25	0.33	0.11

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Base: All respondents

		Voting Intention					Swing Vote	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP		DK/Ref	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1001	213	224	42	147	166	422	238	201	96	421	308
Weighted base		1001	198	223	52	142	166	444	222	186	140	392	327
Absolutely certain to vote	(10)	566	136	149	41	95	82	232	172	141	106	301	183
		57%	69%	67%	78%	67%	49%	52%	77%	76%	76%	77%	56%
	(9)	55	12	19	1	8	8	29	11	15	5	23	24
		5%	6%	9%	2%	6%	5%	6%	5%	8%	4%	6%	7%
	(8)	70	15	22	-	8	18	39	17	13	8	28	24
		7%	8%	10%	-	5%	11%	9%	8%	7%	6%	7%	7%
	(7)	47	6	13	4	10	11	35	6	7	3	9	27
		5%	3%	6%	8%	7%	7%	8%	3%	4%	2%	2%	8%
	(6)	23	5	5	1	5	4	16	7	1	6	7	12
		2%	2%	2%	3%	3%	3%	4%	3%	1%	4%	2%	4%
	(5)	64	9	10	1	10	23	51	6	4	3	12	28
		6%	5%	5%	2%	7%	14%	11%	3%	2%	2%	3%	9%
	(4)	14	2	2	2	2	2	9	1	1	1	5	8
		1%	1%	1%	4%	1%	1%	2%	1%	*	1%	1%	2%
	(3)	31	7	2	2	4	11	26	2	-	5	5	16
		3%	4%	1%	3%	3%	7%	6%	1%	-	3%	1%	5%
	(2)	8	5	1	-	1	-	5	-	-	-	3	5
		1%	2%	*	-	1%	-	1%	-	-	-	1%	2%
Definitely would not vote	(1)	116	-	-	-	-	-	-	-	3	2	-	-
		12%	-	-	-	-	-	-	-	2%	1%	-	-
Refused		6	-	-	-	-	6	-	-	-	-	-	-
		1%	-	-	-	-	4%	-	-	-	-	-	-
Don't know		2	-	-	-	-	2	2	1	-	-	-	-
		*	-	-	-	-	1%	*	*	-	-	-	-
Mean		7.83	8.85	9.05	9.09	8.79	8.14	8.17	9.36	9.33	9.08	9.29	8.35
Standard deviation		3.17	2.16	1.68	1.95	2.04	2.34	2.37	1.42	1.61	1.99	1.62	2.32
Standard error		0.10	0.15	0.11	0.30	0.17	0.19	0.12	0.09	0.11	0.20	0.08	0.13

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Absolutes/col percents

Table 2

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

Base: All respondents

	Gender		Age							Class				Region					NET: Eng-land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1001	477	524	85	156	165	207	169	219	356	210	182	253	258	261	244	146	92	861
Weighted base	1001	483	518	118	173	172	176	149	213	276	283	211	231	273	260	240	143	86	867
Conservative	198 20%	91 19%	107 21%	15 13%	27 15%	32 18%	32 18%	39 26%	54 25%	63 23%	66 23%	38 18%	32 14%	61 22%	57 22%	47 19%	27 19%	7 8%	185 21%
Labour	223 22%	98 20%	125 24%	40 34%	42 24%	45 26%	37 21%	21 14%	39 18%	79 29%	59 21%	45 21%	41 18%	50 18%	58 22%	73 30%	33 23%	10 11%	196 23%
Liberal Democrat	52 5%	22 5%	30 6%	6 5%	5 3%	13 8%	3 2%	5 3%	20 10%	20 7%	16 6%	4 2%	12 5%	13 5%	18 7%	10 4%	8 6%	3 4%	48 6%
SNP	35 4%	19 4%	16 3%	7 6%	8 5%	7 4%	8 4%	3 2%	3 1%	6 2%	16 5%	6 3%	8 3%	-	-	-	-	35 41%	-
Plaid Cymru	5 1%	2 *	3 1%	-	* *	1 1%	2 1%	-	1 1%	-	2 1%	-	3 1%	-	-	-	5 4%	-	-
The UK Independence Party	142 14%	89 18%	53 10%	5 4%	21 12%	18 10%	28 16%	38 26%	32 15%	28 10%	37 13%	37 18%	40 17%	36 13%	43 16%	37 15%	24 17%	3 3%	132 15%
The Green Party	37 4%	13 3%	24 5%	6 5%	6 3%	6 4%	8 4%	4 3%	7 3%	11 4%	11 4%	9 4%	6 2%	15 6%	5 2%	7 3%	9 6%	* 1%	36 4%
The British National Party	5 *	3 1%	2 *	1 1%	-	-	1 1%	1 1%	1 1%	-	1 *	3 1%	1 *	-	1 *	4 1%	1 *	-	5 1%
Another party	22 2%	10 2%	12 2%	* *	4 2%	6 4%	2 1%	5 4%	4 2%	6 2%	4 1%	6 3%	6 3%	9 3%	8 3%	3 1%	2 1%	-	20 2%
Would not vote	116 12%	62 13%	54 10%	14 11%	30 17%	19 11%	27 15%	14 9%	13 6%	15 5%	24 8%	39 19%	38 16%	37 13%	34 13%	23 9%	12 8%	11 12%	102 12%
Refused	49 5%	29 6%	20 4%	3 3%	5 3%	7 4%	6 3%	6 4%	21 10%	12 4%	12 4%	8 4%	18 8%	17 6%	10 4%	10 4%	3 2%	9 10%	38 4%
Don't know	117 12%	45 9%	73 14%	20 17%	25 15%	17 10%	24 13%	13 8%	19 9%	36 13%	36 13%	17 8%	28 12%	36 13%	27 10%	27 11%	19 13%	8 10%	105 12%

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	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	213	224	42	147	166	422	238	201	96	421	308
Weighted base	1001	198	223	52	142	166	444	222	186	140	392	327
Conservative	198 20%	198 100%	-	-	-	-	96 22%	141 64%	4 2%	10 7%	102 26%	96 29%
Labour	223 22%	-	223 100%	-	-	-	84 19%	5 2%	126 68%	30 22%	140 36%	84 26%
Liberal Democrat	52 5%	-	-	52 100%	-	-	27 6%	3 1%	3 2%	34 24%	24 6%	27 8%
SNP	35 4%	-	-	-	-	-	17 4%	3 2%	3 1%	6 4%	18 5%	17 5%
Plaid Cymru	5 1%	-	-	-	-	-	2 1%	1 *	-	-	3 1%	2 1%
The UK Independence Party	142 14%	-	-	-	142 100%	-	56 13%	39 18%	19 10%	21 15%	86 22%	56 17%
The Green Party	37 4%	-	-	-	-	-	26 6%	5 2%	4 2%	6 4%	11 3%	26 8%
The British National Party	5 *	-	-	-	-	-	1 *	-	1 1%	-	3 1%	1 *
Another party	22 2%	-	-	-	-	-	17 4%	4 2%	2 1%	3 2%	4 1%	17 5%
Would not vote	116 12%	-	-	-	-	-	-	-	3 2%	2 1%	-	-
Refused	49 5%	-	-	-	-	49 29%	-	5 2%	4 2%	2 1%	-	-
Don't know	117 12%	-	-	-	-	117 71%	117 26%	15 7%	16 8%	26 19%	-	-

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Table 3

Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.

How likely are you, personally, to vote at the next election?

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

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

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	543	269	274	40	71	93	109	101	128	210	118	93	121	136	139	140	75	52	463
Weighted base	531	261	271	55	76	96	92	89	123	164	162	102	102	139	133	137	76	47	457
Conservative	147 28%	68 26%	79 29%	8 14%	18 24%	24 25%	23 25%	29 33%	44 36%	46 28%	49 30%	28 28%	24 23%	45 33%	42 32%	35 25%	19 25%	6 13%	135 30%
Labour	171 32%	78 30%	93 34%	29 52%	29 38%	37 38%	30 33%	18 20%	29 24%	65 40%	46 29%	30 29%	30 29%	41 29%	41 31%	58 42%	24 32%	7 16%	151 33%
Liberal Democrat	40 8%	17 7%	22 8%	2 4%	5 6%	12 12%	3 3%	3 4%	15 12%	17 10%	13 8%	3 3%	7 7%	10 7%	15 11%	6 5%	7 10%	2 4%	38 8%
SNP	29 6%	17 6%	13 5%	6 10%	7 9%	5 5%	7 7%	3 3%	2 2%	5 3%	14 9%	3 3%	7 7%	- -	- -	- -	- -	29 62%	- -
Plaid Cymru	2 *	1 *	1 1%	- -	* *	* *	1 1%	- -	1 1%	- -	1 *	- -	1 1%	- -	- -	- -	2 3%	- -	- -
The UK Independence Party	103 19%	67 26%	36 13%	5 9%	12 16%	13 13%	20 22%	30 33%	24 19%	21 13%	28 17%	27 27%	27 26%	27 19%	28 21%	29 21%	17 22%	3 5%	95 21%
The Green Party	28 5%	8 3%	20 7%	6 10%	3 4%	4 4%	6 7%	3 4%	5 4%	7 4%	9 5%	7 7%	5 4%	12 9%	3 2%	6 4%	7 9%	* 1%	27 6%
The British National Party	2 *	2 1%	* *	* *	- -	- -	1 1%	* *	1 1%	- -	1 1%	1 1%	* *	- -	* *	2 1%	* *	- -	2 *
Another party	9 2%	2 1%	7 2%	* *	1 2%	2 2%	1 2%	3 3%	1 1%	2 1%	2 1%	3 3%	2 2%	4 3%	3 3%	2 1%	* *	- -	9 2%

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Table 3

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

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

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

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	543	159	171	32	109	-	204	178	146	60	338	204
Weighted base	531	147	171	40	103	-	218	165	136	88	314	218
Conservative	147	147	-	-	-	-	61	117	4	7	86	61
	28%	100%	-	-	-	-	28%	71%	3%	8%	27%	28%
Labour	171	-	171	-	-	-	57	3	105	25	114	57
	32%	-	100%	-	-	-	26%	2%	77%	28%	36%	26%
Liberal Democrat	40	-	-	40	-	-	21	2	3	29	19	21
	8%	-	-	100%	-	-	10%	1%	2%	33%	6%	10%
SNP	29	-	-	-	-	-	14	3	2	5	16	14
	6%	-	-	-	-	-	6%	2%	2%	6%	5%	6%
Plaid Cymru	2	-	-	-	-	-	1	1	-	-	1	1
	*	-	-	-	-	-	*	*	-	-	*	*
The UK Independence Party	103	-	-	-	103	-	37	33	16	16	67	37
	19%	-	-	-	100%	-	17%	20%	12%	18%	21%	17%
The Green Party	28	-	-	-	-	-	20	4	3	5	7	20
	5%	-	-	-	-	-	9%	2%	2%	6%	2%	9%
The British National Party	2	-	-	-	-	-	*	-	1	-	2	*
	*	-	-	-	-	-	*	-	1%	-	1%	*
Another party	9	-	-	-	-	-	7	3	2	1	2	7
	2%	-	-	-	-	-	3%	2%	1%	1%	1%	3%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	28%
Labour	32%
Liberal Democrat/ Liberal	8%
Scottish National Party/SNP	5%
Plaid Cymru	*
The UK Independence Party	19%
The Green Party	5%
Other	2%

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Absolutes/col percents

Table 5

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

Base: All naming a party they would vote for tomorrow

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	729	353	376	59	103	127	146	130	164	275	154	130	170	179	194	186	107	63	627
Weighted base	719	347	372	81	113	128	120	116	160	213	211	147	148	183	189	179	109	58	621
Will definitely vote that way	392	193	199	26	46	65	71	76	109	115	93	80	104	101	95	102	59	34	330
	55%	56%	53%	32%	41%	51%	59%	65%	68%	54%	44%	54%	70%	55%	50%	57%	55%	58%	53%
Might end up voting differently	327	154	173	55	67	63	50	41	52	98	118	67	44	82	94	78	49	24	292
	45%	44%	47%	68%	59%	49%	41%	35%	32%	46%	56%	46%	30%	45%	50%	43%	45%	42%	47%

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Table 5

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

Base: All naming a party they would vote for tomorrow

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	729	213	224	42	147	-	308	218	176	75	421	308
Weighted base	719	198	223	52	142	-	327	201	163	110	392	327
Will definitely vote that way	392	102	140	24	86	-	-	109	119	52	392	-
	55%	52%	63%	47%	61%	-	-	54%	73%	48%	100%	-
Might end up voting differently	327	96	84	27	56	-	327	93	44	58	-	327
	45%	48%	37%	53%	39%	-	100%	46%	27%	52%	-	100%

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Table 6

Q5. Would you say you are moving towards or away from ...**Base: All respondents**

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1001	477	524	85	156	165	207	169	219	356	210	182	253	258	261	244	146	92	861
Weighted base	1001	483	518	118	173	172	176	149	213	276	283	211	231	273	260	240	143	86	867
Labour																			
Towards	254	116	138	46	51	44	45	26	41	71	75	55	52	58	67	75	33	21	213
	25%	24%	27%	39%	30%	26%	26%	17%	19%	26%	27%	26%	23%	21%	26%	31%	23%	25%	25%
Away from	475	240	235	36	73	83	85	84	115	126	119	111	119	125	127	106	76	42	411
	47%	50%	45%	30%	42%	48%	48%	56%	54%	46%	42%	53%	51%	46%	49%	44%	53%	49%	47%
Neither	272	126	146	36	48	45	46	40	58	79	89	44	60	90	66	59	34	23	243
	27%	26%	28%	31%	28%	26%	26%	27%	27%	29%	31%	21%	26%	33%	25%	25%	24%	27%	28%
The Conservatives																			
Towards	185	82	103	25	26	25	24	37	47	52	51	43	38	52	49	45	31	8	166
	18%	17%	20%	21%	15%	15%	13%	25%	22%	19%	18%	20%	17%	19%	19%	19%	21%	10%	19%
Away from	578	278	299	62	97	105	107	85	121	146	165	128	139	142	154	138	87	56	487
	58%	58%	58%	52%	56%	61%	61%	57%	57%	53%	58%	60%	60%	52%	59%	57%	61%	66%	56%
Neither	239	123	116	31	49	41	45	27	46	77	67	40	54	78	57	57	25	21	214
	24%	25%	22%	26%	28%	24%	26%	18%	21%	28%	24%	19%	23%	29%	22%	24%	18%	24%	25%
The Liberal Democrats																			
Towards	106	48	58	18	17	20	9	18	24	25	40	22	20	36	34	16	12	8	93
	11%	10%	11%	15%	10%	11%	5%	12%	11%	9%	14%	10%	8%	13%	13%	7%	8%	9%	11%
Away from	621	309	312	67	104	107	114	101	128	170	169	138	144	149	166	162	93	51	532
	62%	64%	60%	57%	60%	62%	65%	68%	60%	62%	60%	65%	62%	55%	64%	68%	65%	59%	61%
Neither	274	126	149	33	51	45	53	30	62	81	75	51	68	87	60	62	38	27	242
	27%	26%	29%	28%	30%	26%	30%	20%	29%	29%	26%	24%	29%	32%	23%	26%	27%	32%	28%
UKIP																			
Towards	290	169	121	23	37	47	60	52	72	60	71	89	71	69	92	75	40	14	264
	29%	35%	23%	20%	21%	28%	34%	35%	34%	22%	25%	42%	31%	25%	35%	31%	28%	17%	30%
Away from	460	204	256	64	88	86	66	67	88	141	145	75	99	131	107	99	74	49	382
	46%	42%	49%	54%	51%	50%	38%	45%	41%	51%	51%	35%	43%	48%	41%	41%	52%	58%	44%
Neither	251	109	142	31	48	38	50	31	54	74	67	48	62	73	62	66	28	22	221
	25%	23%	27%	26%	28%	22%	28%	21%	25%	27%	24%	23%	27%	27%	24%	28%	20%	26%	25%

The Ashcroft National Poll

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Absolutes/col percents

Table 6

Q5. Would you say you are moving towards or away from ...**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	213	224	42	147	166	422	238	201	96	421	308
Weighted base	1001	198	223	52	142	166	444	222	186	140	392	327
<u>Labour</u>												
Towards	254 25%	10 5%	164 73%	14 27%	8 6%	22 13%	109 24%	15 7%	94 51%	51 37%	123 31%	90 28%
Away from	475 47%	133 67%	23 10%	28 53%	114 80%	53 32%	205 46%	160 72%	56 30%	52 37%	206 53%	163 50%
Neither	272 27%	55 28%	37 16%	10 20%	20 14%	91 55%	131 29%	48 22%	35 19%	36 26%	63 16%	73 22%
<u>The Conservatives</u>												
Towards	185 18%	116 59%	18 8%	5 9%	7 5%	21 12%	81 18%	102 46%	12 7%	11 8%	87 22%	64 20%
Away from	578 58%	27 13%	181 81%	38 74%	121 85%	61 36%	251 56%	72 32%	150 81%	107 76%	254 65%	201 61%
Neither	239 24%	55 28%	24 11%	9 17%	14 10%	85 51%	113 25%	49 22%	23 12%	22 16%	51 13%	62 19%
<u>The Liberal Democrats</u>												
Towards	106 11%	21 11%	20 9%	35 68%	6 4%	16 10%	60 14%	23 10%	17 9%	32 23%	42 11%	46 14%
Away from	621 62%	116 59%	168 75%	8 15%	124 87%	59 35%	260 59%	145 65%	139 75%	87 62%	283 72%	214 66%
Neither	274 27%	60 31%	36 16%	9 18%	12 9%	91 55%	124 28%	54 24%	30 16%	21 15%	68 17%	66 20%
<u>UKIP</u>												
Towards	290 29%	46 23%	27 12%	7 14%	132 93%	34 20%	138 31%	81 37%	37 20%	32 23%	123 31%	109 33%
Away from	460 46%	105 53%	141 63%	39 76%	1 1%	55 33%	202 45%	95 43%	96 52%	88 63%	195 50%	164 50%
Neither	251 25%	47 24%	56 25%	5 10%	9 6%	78 47%	104 23%	46 21%	52 28%	21 15%	74 19%	53 16%

The Ashcroft National Poll
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Absolutes/col percents

Table 7

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Yes	596 60%	611 61%
No	405 40%	390 39%

The Ashcroft National Poll
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Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Owners	609 61%	650 65%
Owned outright - without mortgage	291 29%	330 33%
Owned with a mortgage or loan	318 32%	320 32%
NET: Renters	366 37%	333 33%
Rented from the council	103 10%	140 14%
Rented from a housing association	105 10%	71 7%
Rented from someone else	158 16%	122 12%
Rent free	26 3%	18 2%

The Ashcroft National Poll
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Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
None	209 21%	210 21%
1	416 42%	420 42%
2	268 27%	280 28%
3+	108 11%	90 9%
Mean	1.34	1.30
Standard deviation	1.10	1.05
Standard error	0.03	0.03

The Ashcroft National Poll
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Absolutes/col percents

Table 10
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Working	587 59%	560 56%
Working full time - working 30 hours per week or more	434 43%	440 44%
Working part time - working between 8 and 29 hours per week	153 15%	120 12%
NET: Not Working	414 41%	441 44%
Not working but seeking work or temporarily unemployed or sick	62 6%	66 7%
Not working and not seeking work/ student	56 6%	73 7%
Retired on a state pension only	91 9%	87 9%
Retired with a private pension	156 16%	165 16%
House person, housewife, househusband, etc.	49 5%	51 5%

The Ashcroft National Poll
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Absolutes/col percents

Table 11
SEG
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
NET: AB	356 36%	268 27%
A	125 12%	94 9%
B	231 23%	174 17%
C1	210 21%	278 28%
C2	182 18%	218 22%
D	110 11%	99 10%
E	143 14%	139 14%
NET: DE	253 25%	238 24%

The Ashcroft National Poll
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Absolutes/col percents

Table 12

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
18-24	85 8%	119 12%
25-34	156 16%	168 17%
35-44	165 16%	168 17%
45-54	207 21%	178 18%
55-64	169 17%	149 15%
65 or older	219 22%	218 22%
Average age	48.49	47.02

The Ashcroft National Poll
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Absolutes/col percents

Table 13
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	477 48%	490 49%
Female	524 52%	511 51%

The Ashcroft National Poll
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Absolutes/col percents

Table 14
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
Scotland	92 9%	90 9%
North East	41 4%	40 4%
North West	114 11%	110 11%
Yorkshire & Humberside	89 9%	90 9%
West Midlands	93 9%	90 9%
East Midlands	68 7%	70 7%
Wales	48 5%	50 5%
Eastern	100 10%	100 10%
London	120 12%	130 13%
South East	138 14%	140 14%
South West	98 10%	90 9%

The Ashcroft National Poll
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Absolutes/col percents

Table 15

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

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	238 24%	222 22%
Labour	201 20%	186 19%
Liberal Democrat	96 10%	140 14%
Another party	83 8%	60 6%
Didn't vote	297 30%	306 31%
Refused	38 4%	37 4%
Don't know	48 5%	50 5%