

LORD ASHCROFT PARTY FUNDING POLL

APRIL 2012

1,000 adults were interviewed online on 30 and 1 April 2012. Results have been weighted to be representative of all adults in Great Britain.

1. Voting intention

Labour	41%
Conservative	32%
Liberal Democrat	11%
Others	16%

2. I am going to read out some words and phrases that have been used to describe different political parties. Regardless of which party you would vote for, please say if you think the word or phrase is true of Labour/the Conservative Party/the Liberal Democrats.

[Change since last weekend's Times/Populus poll in brackets]

	Conservatives	Labour	Lib Dems
Honest and principled	27% (-6)	38% (-4)	33% (-3)
Competent and capable	37% (-9)	33% (-4)	25% (-5)
Shares my values	31% (-3)	41% (-)	30% (-7)
Has a good team of leaders	37% (-9)	27% (-7)	25% (-6)
For ordinary people, not just the best off	23% (-8)	58% (+1)	41% (-5)
Has clear ideas to deal with Britain's problems	37% (-7)	34% (-4)	28% (-4)
Is a united party	39% (-3)	39% (-7)	28% (-1)

- Those who had heard a great deal or quite a lot about the recent Conservative Party donors story were not significantly less likely than voters as a whole to think the Conservative Party was “honest and principled”.
- Those who had heard a great deal or quite a lot about the party funding story, the “granny tax” and the new taxes on hot pies and pasties were no more or less likely than voters as a whole to think the Conservative Party “shares my values”, or is “for ordinary people, not just the well off”.

3. We're interested in getting a sense of how highly you rate various politicians. Please rate the following on a scale of 0-100, where 0 means you have a very negative view of them and 100 means you have a very positive view of them? If you have never really heard of one them, or don't know enough to have a view, then please say so.

[Change since February Times/Populus poll in brackets]

	ALL	Con voters	Lab voters	LD voters
David Cameron	43.8 (-0.2)	73.7	30.0	54.3
George Osborne	37.8 (-0.2)	62.2	26.1	46.0
Ken Clarke	42.1 (+3.6)	55.1	39.3	52.9
William Hague	45.1 (+2.3)	66.1	34.8	50.8
Nick Clegg	38.0 (+1.8)	56.3	29.4	62.9
Vince Cable	42.9 (+4.3)	53.6	36.9	65.0
Ed Balls	39.4 (+4.6)	37.9	52.2	42.9
Ed Miliband	40.3 (+4.7)	35.0	56.0	37.7

4. I am going to mention three political stories that have occurred in the last week or so. Please could you tell me how much you have heard or read about each one?

	A great deal	Quite a lot	Not very much	Nothing at all
People who have donated large sums of money to the Conservative Party having dinner with the Prime Minister at No. 10	32%	33%	20%	14%
Changes in the Budget that will mean some pensioners paying more in income tax – which some have called the “granny tax”	39%	36%	18%	7%
Putting new taxes on hot food bought in shops, including pies and pasties	36%	31%	20%	14%

5. I am going to read out a number of statements about donations to political parties. Please say whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

	Strongly agree	Somewhat agree	TOTAL AGREE	Somewhat disagree	Strongly disagree	TOTAL DISAGREE
Political parties should be allowed to accept donations of any size from whoever they like, provided they publish full details of where their funding comes from	42%	35%	77%	9%	14%	23%
When it comes to politics and money, Britain is probably one of the least corrupt countries in the world	22%	41%	63%	23%	14%	37%
Large political donations should be banned, and parties should instead be funded with taxpayers' money	12%	14%	27%	28%	46%	73%

- People who had heard a great deal or quite a lot about the recent Conservative Party funding story were no more or less likely than voters as a whole to think parties should be able to accept donations from whoever they like as long as they declare them. They were very slightly more likely than voters as a whole to think Britain is one of the least corrupt countries in the world.

6. Some people believe that political parties often give individual donors a say over their policies in return for large donations. Others argue that they do not in fact do this, since they will want to make sure that their policies appeal to as many voters as possible, whatever their donors think. How often do you think political parties in Britain adopt or change policies because donors ask them to?

Very often	12%
Quite often	41%
Quite rarely	28%
Very rarely	11%
Never	4%

7. Which of the main parties do you think is most likely to give donors a say over its policies in return for large donations?

Conservative Party	49%
Labour Party	27%
Liberal Democrats	5%
None of them	4%
Don't know	16%

- Conservative voters were the only group in which a higher proportion thought the Labour Party was the most likely to give donors a say over its policies in return for large donations.

8. The Labour Party receives most of its funding from trade unions. The Conservative Party receives most of its money from private donations. Both amount to several million pounds a year. Which do you think is worse?

The Conservatives relying on private donations for money	15%
Labour relying on the unions for money	13%
They are both as bad as each other	56%
Neither is bad	16%