

The Ashcroft National Poll

CATI Fieldwork : 20th - 22nd June 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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871	
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868	
Absolutely certain to vote	(10)	576 57%	287 59%	289 56%	40 33%	84 50%	90 52%	99 55%	104 70%	159 73%	175 64%	155 56%	117 54%	129 54%	155 57%	144 55%	142 59%	80 56%	55 63%	492 57%
	(9)	61 6%	30 6%	32 6%	12 10%	10 6%	11 6%	8 5%	8 5%	13 6%	20 7%	19 7%	12 6%	10 4%	20 7%	17 7%	15 6%	8 6%	2 2%	59 7%
	(8)	56 6%	21 4%	35 7%	6 5%	11 7%	10 6%	10 6%	7 5%	11 5%	18 6%	20 7%	2 1%	16 7%	17 6%	19 7%	12 5%	7 5%	1 1%	53 6%
	(7)	57 6%	31 6%	26 5%	12 10%	12 7%	12 7%	11 6%	4 3%	6 3%	14 5%	17 6%	14 7%	12 5%	10 4%	16 6%	10 4%	6 4%	16 18%	38 4%
	(6)	20 2%	9 2%	11 2%	4 4%	1 1%	4 2%	4 2%	3 2%	4 2%	6 2%	7 3%	5 2%	3 1%	4 2%	5 2%	4 2%	5 4%	2 3%	16 2%
	(5)	79 8%	30 6%	49 9%	16 14%	19 11%	13 8%	14 8%	5 3%	12 5%	17 6%	22 8%	18 8%	22 9%	30 11%	20 8%	14 6%	12 9%	3 3%	72 8%
	(4)	13 1%	6 1%	7 1%	1 *	4 2%	3 2%	5 3%	- -	- -	4 1%	5 2%	1 1%	3 1%	1 *	3 1%	2 1%	5 4%	1 1%	12 1%
	(3)	21 2%	11 2%	10 2%	7 6%	4 2%	5 3%	5 3%	1 *	- -	5 2%	7 2%	6 3%	4 1%	6 2%	7 3%	8 3%	1 *	- -	21 2%
	(2)	9 1%	2 *	7 1%	- -	2 1%	2 1%	3 2%	1 1%	1 1%	- -	2 1%	4 2%	3 1%	4 2%	1 *	1 *	3 2%	- -	8 1%
Definitely would not vote	(1)	107 11%	59 12%	48 9%	20 17%	20 12%	19 11%	22 12%	16 10%	9 4%	14 5%	24 9%	37 17%	32 13%	26 9%	29 11%	30 13%	16 11%	7 8%	94 11%
Refused		2 *	2 *	- -	- -	- -	2 1%	- -	- -	- -	1 *	1 *	- -	- -	2 1%	- -	- -	- -	- -	2 *
Don't know		4 *	2 *	2 *	1 1%	1 1%	- -	- -	- -	1 1%	- -	- -	- -	4 2%	- -	1 1%	2 1%	- -	* 1%	4 *
Mean		7.92	7.92	7.92	6.67	7.53	7.66	7.63	8.48	8.97	8.58	8.01	7.29	7.64	7.94	7.87	7.88	7.75	8.38	7.89
Standard deviation		3.08	3.16	3.01	3.35	3.20	3.19	3.26	2.93	2.23	2.49	2.93	3.54	3.28	3.04	3.08	3.24	3.18	2.66	3.11
Standard error		0.10	0.14	0.13	0.36	0.26	0.25	0.23	0.23	0.15	0.13	0.21	0.29	0.20	0.18	0.19	0.21	0.27	0.29	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	1006	190	255	57	122	192	443	238	212	104	396	317	
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334	
Absolutely certain to vote	(10)	576 57%	128 72%	162 68%	39 60%	83 63%	100 52%	240 51%	164 76%	132 73%	107 79%	289 78%	187 56%
	(9)	61 6%	10 5%	14 6%	5 8%	9 7%	20 10%	38 8%	15 7%	11 6%	5 4%	20 5%	22 6%
	(8)	56 6%	13 7%	14 6%	6 9%	6 4%	15 8%	35 7%	14 6%	9 5%	7 5%	19 5%	22 7%
	(7)	57 6%	11 6%	12 5%	3 4%	7 5%	16 8%	46 10%	9 4%	10 6%	9 6%	10 3%	31 9%
	(6)	20 2%	3 2%	6 2%	5 7%	4 3%	2 1%	13 3%	3 1%	3 1%	2 1%	7 2%	11 3%
	(5)	79 8%	5 3%	20 8%	6 9%	15 11%	24 13%	61 13%	7 3%	7 4%	4 3%	15 4%	39 12%
	(4)	13 1%	- -	4 2%	* 1%	4 3%	3 1%	11 2%	1 1%	3 2%	- -	1 *	8 2%
	(3)	21 2%	4 3%	8 3%	2 3%	4 3%	3 2%	13 3%	1 *	1 *	- -	9 2%	10 3%
	(2)	9 1%	3 2%	- -	- -	1 1%	3 2%	7 1%	- -	- -	- -	3 1%	3 1%
Definitely would not vote	(1)	107 11%	- -	- -	- -	- -	- -	1 1%	4 2%	1 1%	- -	- -	- -
Refused		2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -
Don't know		4 *	- -	- -	- -	- -	4 2%	4 1%	* *	1 *	- -	- -	- -
Mean		7.92	9.09	8.84	8.71	8.58	8.42	8.25	9.36	9.10	9.37	9.25	8.37
Standard deviation		3.08	1.85	2.01	1.97	2.21	2.17	2.25	1.47	1.91	1.48	1.72	2.23
Standard error		0.10	0.13	0.13	0.26	0.20	0.16	0.11	0.10	0.13	0.14	0.09	0.12

The Ashcroft National Poll

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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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868
Conservative	178 18%	96 20%	81 16%	13 11%	23 14%	28 16%	29 16%	26 18%	59 27%	67 25%	53 19%	29 13%	28 12%	57 21%	53 20%	30 12%	27 19%	11 13%	158 18%
Labour	238 24%	103 21%	136 26%	30 25%	53 31%	39 23%	37 21%	42 25%	20 20%	70 26%	71 26%	36 16%	62 26%	60 22%	54 20%	69 29%	32 22%	24 28%	202 23%
Liberal Democrat	65 6%	30 6%	35 7%	8 7%	12 7%	9 5%	10 5%	14 10%	12 6%	14 5%	22 8%	10 4%	19 8%	28 10%	11 4%	16 7%	9 7%	1 1%	62 7%
SNP	18 2%	6 1%	12 2%	3 2%	1 *	5 3%	2 1%	3 2%	4 2%	3 1%	8 3%	4 2%	4 2%	-	-	-	-	18 21%	-
Plaid Cymru	7 1%	3 1%	4 1%	-	1 *	2 1%	2 1%	3 2%	-	1 *	2 1%	1 1%	2 1%	-	-	-	7 5%	-	-
The UK Independence Party	131 13%	83 17%	48 9%	10 8%	17 10%	26 15%	28 16%	22 15%	29 13%	23 8%	37 13%	42 19%	30 12%	30 11%	49 19%	33 14%	13 9%	7 8%	120 14%
The Green Party	46 5%	21 4%	25 5%	11 9%	11 7%	5 3%	8 5%	4 2%	7 3%	13 5%	18 6%	5 2%	10 4%	14 5%	6 2%	16 6%	5 4%	6 7%	39 4%
The British National Party	2 *	1 *	1 *	1 *	-	1 *	1 1%	-	-	-	-	2 1%	1 *	1 *	2 1%	-	-	-	2 *
Another party	20 2%	10 2%	10 2%	-	5 3%	2 1%	4 2%	2 2%	6 3%	6 2%	7 2%	4 2%	3 1%	6 2%	4 1%	5 2%	4 3%	2 2%	18 2%
Would not vote	107 11%	59 12%	48 9%	20 17%	20 12%	19 11%	22 12%	16 10%	9 4%	14 5%	24 9%	37 17%	32 13%	26 9%	29 11%	30 13%	16 11%	7 8%	94 11%
Refused	58 6%	28 6%	31 6%	2 2%	6 3%	9 5%	14 8%	9 6%	20 9%	23 8%	11 4%	12 5%	12 5%	15 6%	20 8%	11 5%	6 4%	5 6%	51 6%
Don't know	134 13%	49 10%	85 16%	23 19%	20 12%	28 16%	23 13%	12 8%	28 13%	39 14%	24 9%	35 16%	37 15%	39 14%	37 14%	30 13%	22 15%	6 7%	123 14%

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	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
Conservative	178 18%	178 100%	-	-	-	-	72 15%	134 62%	5 3%	10 7%	106 28%	72 22%
Labour	238 24%	-	238 100%	-	-	-	89 19%	6 3%	132 73%	32 23%	149 40%	89 27%
Liberal Democrat	65 6%	-	-	65 100%	-	-	41 9%	1 *	2 1%	41 30%	24 6%	41 12%
SNP	18 2%	-	-	-	-	-	10 2%	-	-	-	9 2%	10 3%
Plaid Cymru	7 1%	-	-	-	-	-	3 1%	-	-	-	5 1%	3 1%
The UK Independence Party	131 13%	-	-	-	131 100%	-	65 14%	37 17%	15 8%	13 10%	67 18%	65 19%
The Green Party	46 5%	-	-	-	-	-	37 8%	2 1%	5 3%	12 8%	9 2%	37 11%
The British National Party	2 *	-	-	-	-	-	2 *	-	-	-	-	2 1%
Another party	20 2%	-	-	-	-	-	15 3%	3 1%	4 2%	3 2%	5 1%	15 5%
Would not vote	107 11%	-	-	-	-	-	-	1 1%	4 2%	1 1%	-	-
Refused	58 6%	-	-	-	-	58 30%	-	5 2%	3 2%	4 3%	-	-
Don't know	134 13%	-	-	-	-	134 70%	134 29%	26 12%	10 5%	21 16%	-	-

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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	529	276	252	35	80	82	102	96	133	209	110	69	141	145	133	135	64	51	453
Weighted base	517	263	255	44	83	84	86	91	130	152	157	94	114	143	127	129	67	51	440
Conservative	138 27%	76 29%	61 24%	7 16%	16 20%	21 25%	22 26%	21 23%	51 39%	54 36%	38 24%	21 23%	24 21%	43 30%	39 31%	26 20%	21 31%	9 17%	123 28%
Labour	175 34%	79 30%	96 38%	20 46%	33 40%	28 34%	29 33%	31 34%	34 26%	54 36%	51 33%	26 28%	43 37%	47 33%	35 27%	53 41%	22 33%	18 36%	146 33%
Liberal Democrat	46 9%	22 8%	24 9%	4 8%	9 11%	4 5%	9 10%	11 12%	9 7%	10 7%	15 10%	7 7%	14 12%	19 13%	8 6%	13 10%	6 9%	1 2%	43 10%
SNP	14 3%	5 2%	9 3%	1 2%	1 1%	4 5%	2 2%	3 3%	4 3%	2 1%	6 4%	3 3%	3 3%	- -	- -	- -	- -	14 27%	- -
Plaid Cymru	4 1%	3 1%	2 1%	- -	1 1%	1 1%	* *	2 3%	- -	1 *	2 1%	1 1%	1 1%	- -	- -	- -	4 6%	- -	- -
The UK Independence Party	91 18%	54 21%	37 15%	5 11%	11 14%	19 23%	16 19%	18 20%	21 17%	18 12%	24 15%	28 30%	21 18%	20 14%	37 29%	22 17%	7 11%	4 8%	84 19%
The Green Party	35 7%	16 6%	20 8%	7 16%	9 11%	4 4%	6 7%	3 4%	6 5%	10 6%	15 10%	4 4%	7 6%	10 7%	5 4%	12 9%	5 7%	4 7%	31 7%
The British National Party	1 *	* *	1 *	* *	- -	1 1%	* *	- -	- -	- -	- -	1 1%	* *	* *	1 1%	- -	- -	- -	1 *
Another party	13 3%	7 3%	6 2%	- -	2 3%	1 2%	3 3%	1 2%	5 4%	4 2%	5 3%	3 3%	2 1%	4 3%	3 2%	4 3%	1 2%	2 3%	12 3%

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Table 3

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

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

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

	Voting Intention						Swing Vote	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	529	149	190	39	87	-	216	165	152	71	313	216
Weighted base	517	138	175	46	91	-	221	151	131	92	296	221
Conservative	138	138	-	-	-	-	50	113	3	7	88	50
	27%	100%	-	-	-	-	23%	75%	3%	8%	30%	23%
Labour	175	-	175	-	-	-	56	3	108	27	118	56
	34%	-	100%	-	-	-	25%	2%	82%	30%	40%	25%
Liberal Democrat	46	-	-	46	-	-	28	1	1	34	18	28
	9%	-	-	100%	-	-	13%	*	1%	37%	6%	13%
SNP	14	-	-	-	-	-	6	-	-	-	7	6
	3%	-	-	-	-	-	3%	-	-	-	3%	3%
Plaid Cymru	4	-	-	-	-	-	2	-	-	-	3	2
	1%	-	-	-	-	-	1%	-	-	-	1%	1%
The UK Independence Party	91	-	-	-	91	-	40	30	13	11	51	40
	18%	-	-	-	100%	-	18%	20%	10%	12%	17%	18%
The Green Party	35	-	-	-	-	-	28	2	3	10	8	28
	7%	-	-	-	-	-	13%	1%	3%	11%	3%	13%
The British National Party	1	-	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	*	-	-	-	-	*
Another party	13	-	-	-	-	-	10	2	3	3	3	10
	3%	-	-	-	-	-	4%	1%	2%	3%	1%	4%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	28%
Labour	33%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	3%
Plaid Cymru	1%
The UK Independence Party	17%
The Green Party	7%
Other	3%

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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

	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	713	369	344	56	117	114	140	120	166	273	151	95	194	192	184	178	92	67	611
Weighted base	707	354	353	75	123	116	122	112	160	197	218	134	159	195	177	168	98	69	602
Will definitely vote that way	373 53%	199 56%	174 49%	19 26%	55 45%	50 43%	61 50%	71 63%	116 73%	102 52%	103 47%	70 52%	97 61%	95 49%	98 55%	97 58%	49 50%	33 48%	317 53%
Might end up voting differently	334 47%	155 44%	179 51%	55 74%	68 55%	66 57%	61 50%	41 37%	43 27%	95 48%	114 53%	64 48%	61 39%	100 51%	79 45%	71 42%	49 50%	36 52%	284 47%

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Table 5

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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	713	190	255	57	122	-	317	201	190	84	396	317
Weighted base	707	178	238	65	131	-	334	183	163	109	373	334
Will definitely vote that way	373	106	149	24	67	-	-	115	106	52	373	-
	53%	59%	63%	37%	51%	-	-	63%	65%	48%	100%	-
Might end up voting differently	334	72	89	41	65	-	334	68	58	57	-	334
	47%	41%	37%	63%	49%	-	100%	37%	35%	52%	-	100%

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Table 6

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Honest and principled

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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871	
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868	
<u>The Labour Party</u>																				
True	378 38%	180 37%	197 38%	58 48%	66 39%	67 39%	66 37%	43 29%	77 36%	120 44%	107 39%	67 31%	85 35%	103 38%	95 36%	100 42%	47 33%	33 38%	325 37%	
Not true	567 56%	278 57%	289 56%	47 39%	93 55%	92 53%	107 60%	97 65%	131 61%	142 52%	160 58%	126 58%	139 58%	158 57%	156 60%	117 49%	84 59%	52 60%	490 56%	
Don't know	61 6%	31 6%	30 6%	15 12%	11 6%	13 7%	7 4%	8 6%	8 4%	11 4%	10 3%	25 11%	16 7%	14 5%	11 4%	24 10%	11 8%	2 2%	54 6%	
<u>The Conservative Party</u>																				
True	309 31%	158 32%	150 29%	43 36%	50 30%	52 30%	41 23%	35 24%	87 40%	102 37%	86 31%	57 26%	64 27%	85 31%	102 39%	64 27%	42 29%	17 19%	275 32%	
Not true	642 64%	304 62%	338 65%	64 53%	106 63%	109 64%	132 74%	104 70%	126 58%	163 60%	181 66%	140 64%	158 66%	177 65%	154 59%	151 63%	91 64%	69 80%	545 63%	
Don't know	56 6%	28 6%	28 5%	13 11%	13 8%	11 6%	7 4%	9 6%	3 2%	8 3%	9 3%	21 10%	18 7%	13 5%	7 3%	25 10%	10 7%	1 1%	49 6%	
<u>The Liberal Democrat Party</u>																				
True	292 29%	146 30%	146 28%	34 28%	46 27%	63 37%	52 29%	38 26%	60 28%	104 38%	80 29%	47 22%	60 25%	96 35%	73 28%	77 32%	28 20%	18 21%	265 31%	
Not true	646 64%	314 64%	332 64%	74 62%	113 67%	96 56%	117 65%	100 67%	147 68%	159 58%	186 67%	146 67%	155 65%	158 58%	176 67%	140 58%	105 74%	67 77%	544 63%	
Don't know	67 7%	29 6%	38 7%	12 10%	11 6%	13 8%	11 6%	11 7%	9 4%	10 4%	10 4%	24 11%	24 10%	20 7%	13 5%	24 10%	9 6%	2 2%	60 7%	
<u>UKIP</u>																				
True	299 30%	157 32%	142 27%	31 26%	37 22%	52 30%	60 34%	47 31%	71 33%	59 21%	73 27%	93 43%	74 31%	77 28%	84 32%	76 31%	38 27%	24 28%	258 30%	
Not true	615 61%	291 59%	323 63%	75 62%	119 70%	103 60%	106 59%	89 60%	123 57%	196 72%	191 69%	94 43%	134 56%	172 63%	159 61%	137 57%	88 62%	58 67%	529 61%	
Don't know	93 9%	42 8%	51 10%	15 12%	14 8%	17 10%	13 7%	13 9%	22 10%	18 7%	12 4%	31 14%	32 13%	26 10%	19 7%	27 11%	16 11%	5 5%	81 9%	

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Absolutes/col percents

Table 6

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Honest and principled

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	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
<u>The Labour Party</u>												
True	378	54	178	22	22	64	169	49	114	56	167	126
	38%	30%	75%	34%	16%	33%	36%	23%	63%	41%	45%	38%
Not true	567	119	57	40	108	106	274	161	61	77	198	198
	56%	67%	24%	62%	82%	55%	58%	74%	34%	57%	53%	59%
Don't know	61	5	3	2	2	22	26	6	5	3	8	10
	6%	3%	1%	3%	2%	11%	6%	3%	3%	2%	2%	3%
<u>The Conservative Party</u>												
True	309	139	49	14	21	62	139	129	31	32	135	99
	31%	78%	20%	21%	16%	32%	30%	60%	17%	23%	36%	30%
Not true	642	37	184	47	110	116	308	84	146	99	229	225
	64%	21%	77%	72%	83%	60%	66%	39%	81%	72%	61%	67%
Don't know	56	2	6	4	1	15	21	3	3	6	9	10
	6%	1%	2%	7%	1%	8%	5%	1%	2%	4%	2%	3%
<u>The Liberal Democrat Party</u>												
True	292	80	64	36	20	60	139	74	39	62	115	102
	29%	45%	27%	56%	15%	31%	30%	35%	21%	46%	31%	30%
Not true	646	93	164	23	108	117	304	135	133	68	242	218
	64%	52%	69%	35%	82%	61%	65%	63%	74%	50%	65%	65%
Don't know	67	5	10	6	3	16	25	6	8	6	16	14
	7%	3%	4%	9%	3%	8%	5%	3%	4%	4%	4%	4%
<u>UKIP</u>												
True	299	58	42	8	94	53	130	85	42	32	125	94
	30%	33%	18%	13%	72%	27%	28%	39%	23%	24%	33%	28%
Not true	615	110	180	53	33	113	303	117	126	92	222	225
	61%	62%	75%	82%	25%	59%	65%	54%	70%	68%	60%	67%
Don't know	93	10	17	3	4	26	35	14	12	11	26	15
	9%	5%	7%	5%	3%	14%	7%	6%	7%	8%	7%	5%

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Absolutes/col percents

Table 7

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-A united party

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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868
<u>The Labour Party</u>																			
True	357 35%	160 33%	196 38%	57 48%	77 46%	54 31%	62 34%	43 29%	63 29%	96 35%	94 34%	82 38%	85 36%	95 35%	85 33%	91 38%	54 38%	30 35%	306 35%
Not true	570 57%	300 61%	271 52%	47 39%	75 44%	103 60%	105 58%	101 68%	140 65%	163 60%	169 61%	114 52%	125 52%	158 58%	158 60%	123 51%	76 54%	55 63%	490 56%
Don't know	79 8%	30 6%	50 10%	16 14%	17 10%	14 8%	13 7%	5 3%	14 6%	14 5%	14 5%	22 10%	29 12%	21 8%	18 7%	26 11%	11 8%	2 2%	72 8%
<u>The Conservative Party</u>																			
True	338 34%	152 31%	186 36%	39 33%	69 41%	53 31%	61 34%	47 32%	69 32%	99 36%	96 35%	77 35%	67 28%	101 37%	99 38%	62 26%	53 38%	23 26%	296 34%
Not true	590 59%	302 62%	288 56%	65 54%	80 47%	108 63%	108 60%	96 65%	133 62%	158 58%	166 60%	122 56%	144 60%	152 55%	149 57%	150 62%	79 55%	61 70%	502 58%
Don't know	78 8%	35 7%	42 8%	16 14%	20 12%	11 6%	11 6%	5 4%	15 7%	16 6%	15 5%	19 9%	28 12%	22 8%	14 5%	28 12%	10 7%	3 3%	70 8%
<u>The Liberal Democrat Party</u>																			
True	208 21%	92 19%	116 22%	36 30%	40 24%	31 18%	36 20%	30 20%	34 16%	59 21%	53 19%	46 21%	51 21%	61 22%	60 23%	46 19%	27 19%	15 17%	188 22%
Not true	718 71%	366 75%	352 68%	68 56%	112 66%	127 74%	132 73%	113 76%	166 77%	199 73%	209 75%	149 68%	162 68%	191 70%	186 71%	165 69%	106 74%	71 81%	607 70%
Don't know	80 8%	32 7%	48 9%	16 14%	17 10%	14 8%	11 6%	5 3%	16 7%	15 5%	15 6%	24 11%	26 11%	23 8%	16 6%	30 12%	9 7%	1 2%	74 9%
<u>UKIP</u>																			
True	420 42%	216 44%	204 40%	54 45%	72 42%	75 44%	78 44%	60 40%	82 38%	111 41%	109 40%	111 51%	88 37%	122 44%	117 45%	91 38%	56 39%	35 40%	366 42%
Not true	477 47%	226 46%	251 49%	48 40%	76 45%	83 48%	84 47%	79 53%	109 50%	134 49%	150 54%	74 34%	119 50%	124 45%	122 47%	115 48%	69 49%	47 54%	403 46%
Don't know	108 11%	48 10%	61 12%	19 16%	22 13%	14 8%	18 10%	10 7%	26 12%	27 10%	17 6%	33 15%	32 13%	29 10%	23 9%	35 15%	17 12%	4 5%	100 11%

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Table 7

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-A united party

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	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
<u>The Labour Party</u>												
True	357	46	155	23	24	61	173	40	108	48	145	127
	35%	26%	65%	35%	18%	32%	37%	19%	60%	35%	39%	38%
Not true	570	126	74	39	99	111	264	167	67	75	211	190
	57%	71%	31%	59%	75%	58%	56%	77%	37%	55%	57%	57%
Don't know	79	6	9	4	9	20	31	8	5	13	17	17
	8%	4%	4%	5%	7%	11%	7%	4%	3%	9%	5%	5%
<u>The Conservative Party</u>												
True	338	112	78	18	30	63	166	111	60	40	135	121
	34%	63%	33%	28%	23%	33%	35%	52%	33%	29%	36%	36%
Not true	590	61	147	43	96	110	270	96	111	84	221	194
	59%	34%	62%	67%	73%	57%	58%	44%	62%	62%	59%	58%
Don't know	78	5	13	3	6	19	33	9	8	12	17	20
	8%	3%	6%	5%	5%	10%	7%	4%	5%	9%	5%	6%
<u>The Liberal Democrat Party</u>												
True	208	44	48	32	21	32	106	44	29	39	77	84
	21%	25%	20%	49%	16%	16%	23%	20%	16%	29%	21%	25%
Not true	718	124	179	33	103	137	329	160	141	91	278	233
	71%	70%	75%	51%	78%	71%	70%	74%	79%	67%	75%	70%
Don't know	80	9	12	*	7	24	34	11	9	6	18	17
	8%	5%	5%	*	6%	13%	7%	5%	5%	4%	5%	5%
<u>UKIP</u>												
True	420	74	84	25	100	81	197	99	67	55	172	140
	42%	42%	35%	38%	76%	42%	42%	46%	37%	41%	46%	42%
Not true	477	90	136	37	25	81	226	98	101	66	173	168
	47%	50%	57%	57%	19%	42%	48%	46%	56%	48%	46%	50%
Don't know	108	14	18	3	7	31	45	18	12	15	27	26
	11%	8%	8%	5%	5%	16%	10%	8%	7%	11%	7%	8%

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Table 8

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Has clear ideas to deal with Britain's problems

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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868
<u>The Labour Party</u>																			
True	345 34%	153 31%	193 37%	63 53%	70 41%	51 29%	48 27%	45 30%	69 32%	99 36%	88 32%	72 33%	86 36%	92 33%	89 34%	92 38%	43 31%	29 34%	301 35%
Not true	603 60%	310 63%	293 57%	45 38%	87 51%	111 65%	119 66%	103 69%	139 64%	161 59%	174 63%	130 60%	137 57%	168 61%	163 62%	127 53%	88 62%	57 66%	514 59%
Don't know	57 6%	27 5%	31 6%	12 10%	13 7%	10 6%	13 7%	1 1%	9 4%	12 4%	14 5%	15 7%	16 7%	15 6%	10 4%	22 9%	11 7%	1 1%	53 6%
<u>The Conservative Party</u>																			
True	412 41%	202 41%	210 41%	59 50%	68 40%	64 37%	63 35%	56 38%	101 47%	151 55%	103 37%	77 35%	80 34%	113 41%	115 44%	92 38%	57 40%	34 39%	361 42%
Not true	538 54%	259 53%	279 54%	47 39%	88 52%	97 56%	107 60%	89 60%	110 51%	112 41%	161 58%	122 56%	144 60%	146 53%	138 53%	126 52%	77 54%	51 59%	458 53%
Don't know	56 6%	28 6%	28 5%	13 11%	14 8%	11 6%	9 5%	3 2%	6 3%	9 3%	12 4%	19 9%	15 6%	15 5%	9 3%	22 9%	8 6%	2 2%	50 6%
<u>The Liberal Democrat Party</u>																			
True	226 22%	102 21%	124 24%	27 23%	40 23%	40 23%	39 22%	36 25%	43 20%	67 25%	64 23%	36 17%	59 25%	62 22%	53 20%	62 26%	29 21%	20 23%	199 23%
Not true	718 71%	361 74%	357 69%	79 65%	117 69%	122 71%	129 72%	108 73%	164 76%	194 71%	198 72%	164 75%	163 68%	197 71%	196 75%	156 65%	104 73%	66 75%	613 71%
Don't know	62 6%	26 5%	35 7%	14 12%	13 7%	11 6%	11 6%	4 3%	9 4%	11 4%	15 5%	18 8%	17 7%	17 6%	13 5%	22 9%	8 6%	1 1%	57 7%
<u>UKIP</u>																			
True	357 35%	197 40%	160 31%	51 42%	55 32%	51 30%	62 35%	60 41%	77 36%	85 31%	83 30%	103 47%	86 36%	89 32%	109 42%	81 34%	51 36%	28 32%	311 36%
Not true	566 56%	263 54%	303 59%	55 46%	101 60%	108 63%	99 55%	82 55%	120 56%	170 62%	178 64%	93 43%	125 52%	163 59%	134 51%	132 55%	81 57%	55 63%	482 56%
Don't know	83 8%	30 6%	53 10%	14 12%	13 8%	12 7%	18 10%	6 4%	19 9%	18 7%	15 6%	22 10%	29 12%	23 8%	19 7%	27 11%	10 7%	4 5%	75 9%

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Table 8

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Has clear ideas to deal with Britain's problems

Base: All respondents

	<u>Voting Intention</u>						<u>Swing Vote</u>	<u>Vote in 2010</u>			<u>VI Conviction (Q4)</u>	
	<u>Total</u>	<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>DK/Ref</u>		<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>Def vote that way</u>	<u>Might vote diff</u>
Unweighted base	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
<u>The Labour Party</u>												
True	345	28	170	26	19	64	158	35	112	48	147	118
	34%	16%	71%	40%	14%	33%	34%	16%	62%	35%	39%	35%
Not true	603	143	65	39	109	112	288	173	66	83	217	205
	60%	81%	27%	59%	83%	58%	61%	80%	37%	61%	58%	61%
Don't know	57	6	4	*	4	17	23	7	2	5	9	11
	6%	3%	2%	*	3%	9%	5%	3%	1%	4%	2%	3%
<u>The Conservative Party</u>												
True	412	140	81	31	34	81	196	147	52	56	168	148
	41%	79%	34%	48%	26%	42%	42%	68%	29%	41%	45%	44%
Not true	538	37	148	33	94	94	249	68	121	78	198	176
	54%	21%	62%	51%	72%	49%	53%	32%	67%	58%	53%	53%
Don't know	56	1	9	*	4	18	23	1	6	2	6	11
	6%	*	4%	*	3%	9%	5%	*	4%	2%	2%	3%
<u>The Liberal Democrat Party</u>												
True	226	46	46	43	12	49	117	47	25	58	80	86
	22%	26%	19%	67%	9%	25%	25%	22%	14%	43%	21%	26%
Not true	718	128	185	21	115	123	327	163	150	75	284	237
	71%	72%	77%	33%	87%	64%	70%	76%	84%	55%	76%	71%
Don't know	62	4	7	*	5	21	24	5	4	2	9	12
	6%	2%	3%	*	4%	11%	5%	3%	2%	2%	2%	3%
<u>UKIP</u>												
True	357	59	59	16	113	58	180	89	59	38	131	142
	35%	33%	25%	25%	86%	30%	38%	41%	33%	28%	35%	43%
Not true	566	109	161	45	16	113	257	117	112	91	220	175
	56%	61%	68%	70%	12%	59%	55%	54%	63%	67%	59%	52%
Don't know	83	9	18	3	3	21	31	9	8	7	22	16
	8%	5%	7%	5%	2%	11%	7%	4%	4%	5%	6%	5%

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Absolutes/col percents

Table 9

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Competent and capable

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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868
<u>The Labour Party</u>																			
True	377	183	194	64	81	59	62	45	66	105	102	82	89	104	97	107	45	24	334
	37%	37%	38%	54%	48%	34%	34%	30%	30%	39%	37%	37%	37%	38%	37%	45%	32%	27%	38%
Not true	565	274	291	41	77	98	105	101	142	154	162	119	130	157	152	107	89	59	478
	56%	56%	56%	34%	45%	57%	59%	68%	66%	56%	59%	54%	54%	57%	58%	45%	63%	68%	55%
Don't know	64	33	31	14	11	14	13	3	9	14	13	18	20	14	13	26	7	4	56
	6%	7%	6%	12%	6%	8%	7%	2%	4%	5%	5%	8%	8%	5%	5%	11%	5%	5%	6%
<u>The Conservative Party</u>																			
True	424	217	207	59	74	69	63	60	101	146	118	85	76	125	128	87	60	25	377
	42%	44%	40%	49%	44%	40%	35%	40%	47%	53%	43%	39%	32%	45%	49%	36%	42%	29%	43%
Not true	531	250	281	47	85	93	110	87	109	115	150	117	149	135	126	134	75	61	446
	53%	51%	54%	40%	50%	54%	61%	59%	50%	42%	54%	54%	62%	49%	48%	56%	53%	71%	51%
Don't know	51	22	29	14	11	10	8	2	6	12	8	17	14	15	8	20	7	1	45
	5%	5%	6%	12%	6%	6%	4%	1%	3%	4%	3%	8%	6%	5%	3%	8%	5%	1%	5%
<u>The Liberal Democrat Party</u>																			
True	200	101	99	37	37	31	30	28	36	56	59	38	48	53	58	50	29	10	182
	20%	21%	19%	31%	22%	18%	17%	19%	17%	20%	21%	17%	20%	19%	22%	21%	20%	12%	21%
Not true	741	358	383	69	117	129	141	115	170	204	207	160	170	206	192	166	102	76	629
	74%	73%	74%	57%	69%	75%	78%	78%	79%	75%	75%	74%	71%	75%	73%	69%	72%	87%	72%
Don't know	65	30	34	14	15	12	9	5	10	13	11	20	20	17	12	24	11	1	57
	6%	6%	7%	12%	9%	7%	5%	4%	5%	5%	4%	9%	9%	6%	5%	10%	8%	1%	7%
<u>UKIP</u>																			
True	247	137	110	42	37	36	43	35	53	40	63	80	64	58	75	60	37	17	219
	25%	28%	21%	35%	22%	21%	24%	24%	25%	15%	23%	37%	27%	21%	28%	25%	26%	20%	25%
Not true	655	310	345	63	117	116	118	104	137	206	198	110	140	191	158	149	93	64	555
	65%	63%	67%	53%	69%	68%	65%	70%	63%	76%	72%	51%	59%	70%	60%	62%	65%	74%	64%
Don't know	104	43	61	15	15	19	19	9	27	27	15	28	35	26	30	31	12	5	94
	10%	9%	12%	13%	9%	11%	11%	6%	12%	10%	6%	13%	14%	9%	11%	13%	8%	6%	11%

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Table 9

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Competent and capable

Base: All respondents

	<u>Voting Intention</u>						<u>Swing Vote</u>	<u>Vote in 2010</u>			<u>VI Conviction (Q4)</u>	
	<u>Total</u>	<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>DK/Ref</u>		<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>Def vote that way</u>	<u>Might vote diff</u>
Unweighted base	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
<u>The Labour Party</u>												
True	377	35	173	28	27	70	186	37	119	57	148	137
	37%	19%	72%	44%	21%	37%	40%	17%	66%	42%	40%	41%
Not true	565	137	59	36	99	104	258	172	57	72	212	187
	56%	77%	25%	56%	75%	54%	55%	80%	32%	53%	57%	56%
Don't know	64	6	7	*	6	18	24	6	4	7	13	11
	6%	3%	3%	*	4%	9%	5%	3%	2%	5%	3%	3%
<u>The Conservative Party</u>												
True	424	150	69	40	34	82	209	149	57	65	166	156
	42%	85%	29%	62%	26%	43%	45%	69%	32%	48%	45%	47%
Not true	531	24	169	24	94	93	242	63	121	71	202	172
	53%	13%	71%	37%	71%	48%	52%	29%	68%	52%	54%	51%
Don't know	51	4	1	*	3	17	17	4	1	-	5	6
	5%	2%	*	*	2%	9%	4%	2%	*	-	1%	2%
<u>The Liberal Democrat Party</u>												
True	200	42	43	45	9	39	103	41	25	50	72	75
	20%	24%	18%	69%	7%	21%	22%	19%	14%	36%	19%	22%
Not true	741	128	191	19	118	135	341	168	152	86	288	248
	74%	72%	80%	29%	89%	70%	73%	78%	85%	64%	77%	74%
Don't know	65	8	4	2	5	18	24	7	2	-	12	12
	6%	4%	2%	2%	4%	9%	5%	3%	1%	-	3%	4%
<u>UKIP</u>												
True	247	30	43	10	92	36	129	54	43	20	90	102
	25%	17%	18%	15%	70%	19%	28%	25%	24%	15%	24%	31%
Not true	655	134	179	50	27	130	302	146	128	106	251	211
	65%	75%	75%	77%	20%	68%	65%	68%	71%	78%	67%	63%
Don't know	104	14	16	5	12	26	37	16	9	10	31	22
	10%	8%	7%	8%	9%	14%	8%	7%	5%	7%	8%	6%

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Absolutes/col percents

Table 10

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Shares my values

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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868
<u>The Labour Party</u>																			
True	410 41%	207 42%	203 39%	61 51%	84 50%	64 37%	68 38%	56 38%	76 35%	123 45%	120 43%	72 33%	95 40%	111 40%	94 36%	118 49%	50 35%	38 44%	352 41%
Not true	526 52%	248 51%	278 54%	45 38%	72 43%	93 54%	100 56%	86 58%	130 60%	132 48%	145 52%	127 58%	122 51%	145 53%	155 59%	95 39%	83 58%	48 55%	451 52%
Don't know	70 7%	34 7%	35 7%	14 11%	13 7%	15 9%	11 6%	7 4%	10 5%	18 7%	12 4%	18 8%	22 9%	19 7%	13 5%	27 11%	10 7%	1 1%	65 7%
<u>The Conservative Party</u>																			
True	316 31%	160 33%	156 30%	41 34%	58 34%	55 32%	40 22%	47 32%	76 35%	108 40%	90 33%	63 29%	55 23%	101 37%	86 33%	63 26%	46 32%	20 23%	279 32%
Not true	618 61%	298 61%	320 62%	65 54%	95 56%	101 59%	131 73%	96 65%	130 60%	150 55%	171 62%	137 63%	159 66%	154 56%	159 61%	153 64%	89 62%	63 72%	526 61%
Don't know	72 7%	32 6%	40 8%	14 12%	17 10%	16 10%	9 5%	5 4%	10 4%	14 5%	15 5%	18 8%	25 10%	20 7%	16 6%	24 10%	8 6%	4 5%	64 7%
<u>The Liberal Democrat Party</u>																			
True	265 26%	125 26%	140 27%	40 33%	56 33%	46 27%	43 24%	36 24%	45 21%	90 33%	77 28%	48 22%	50 21%	78 28%	66 25%	63 26%	42 30%	17 19%	236 27%
Not true	663 66%	331 68%	332 64%	66 55%	99 59%	110 64%	124 69%	102 69%	162 75%	165 61%	185 67%	149 68%	164 69%	175 64%	179 68%	148 62%	93 66%	67 77%	562 65%
Don't know	78 8%	34 7%	45 9%	15 12%	14 8%	16 9%	13 7%	11 7%	10 5%	17 6%	15 6%	21 10%	24 10%	22 8%	18 7%	29 12%	7 5%	3 4%	71 8%
<u>UKIP</u>																			
True	290 29%	158 32%	131 25%	34 28%	36 21%	52 30%	62 35%	39 26%	66 31%	56 21%	67 24%	92 42%	75 31%	72 26%	89 34%	80 33%	30 21%	19 22%	262 30%
Not true	629 63%	297 61%	332 64%	73 61%	116 69%	106 62%	101 56%	102 69%	131 60%	196 72%	198 72%	106 48%	130 54%	177 64%	154 59%	132 55%	101 71%	65 74%	527 61%
Don't know	87 9%	34 7%	53 10%	13 11%	17 10%	14 8%	17 9%	7 5%	20 9%	21 8%	12 4%	21 9%	34 14%	26 9%	19 7%	28 11%	11 8%	3 4%	79 9%

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Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Shares my values

Base: All respondents

	<u>Voting Intention</u>						<u>Swing Vote</u>	<u>Vote in 2010</u>			<u>VI Conviction (Q4)</u>	
	<u>Total</u>	<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>DK/Ref</u>		<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>Def vote that way</u>	<u>Might vote diff</u>
Unweighted base	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
<u>The Labour Party</u>												
True	410	31	209	30	21	69	200	36	150	69	176	147
	41%	17%	88%	46%	16%	36%	43%	17%	83%	51%	47%	44%
Not true	526	142	27	32	104	98	241	177	27	60	187	175
	52%	80%	11%	49%	79%	51%	51%	82%	15%	44%	50%	52%
Don't know	70	4	3	4	6	25	27	3	3	7	9	12
	7%	2%	1%	5%	4%	13%	6%	1%	2%	5%	3%	4%
<u>The Conservative Party</u>												
True	316	156	39	20	21	56	155	151	25	26	129	120
	31%	87%	16%	31%	16%	29%	33%	70%	14%	19%	35%	36%
Not true	618	21	195	40	106	109	282	60	147	105	235	202
	61%	12%	82%	62%	81%	57%	60%	28%	82%	77%	63%	60%
Don't know	72	2	5	5	4	27	31	5	7	5	8	13
	7%	1%	2%	8%	3%	14%	7%	2%	4%	4%	2%	4%
<u>The Liberal Democrat Party</u>												
True	265	45	74	55	9	56	153	38	42	72	82	116
	26%	25%	31%	84%	7%	29%	33%	18%	24%	53%	22%	35%
Not true	663	125	156	10	116	111	287	171	127	57	274	206
	66%	70%	65%	15%	88%	58%	61%	79%	71%	42%	74%	62%
Don't know	78	8	9	*	6	26	28	6	10	7	17	12
	8%	5%	4%	*	5%	13%	6%	3%	6%	5%	4%	4%
<u>UKIP</u>												
True	290	59	29	9	115	45	154	94	32	25	108	118
	29%	33%	12%	13%	87%	23%	33%	44%	18%	18%	29%	35%
Not true	629	112	195	51	13	121	281	115	138	103	244	201
	63%	63%	82%	78%	10%	63%	60%	53%	77%	76%	65%	60%
Don't know	87	7	15	5	4	27	33	6	10	8	21	16
	9%	4%	6%	8%	3%	14%	7%	3%	6%	6%	6%	5%

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Table 11

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-On the side of people like me

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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868
The Labour Party																			
True	417	201	216	63	84	68	74	50	78	122	118	82	95	112	96	116	53	40	356
	41%	41%	42%	52%	49%	40%	41%	34%	36%	45%	43%	38%	40%	41%	37%	48%	38%	46%	41%
Not true	527	257	270	45	73	91	95	92	130	131	150	118	128	149	155	99	80	45	457
	52%	52%	52%	37%	43%	53%	53%	62%	60%	48%	54%	54%	53%	54%	59%	41%	56%	51%	53%
Don't know	62	32	31	13	13	13	10	5	9	19	8	18	16	14	11	25	9	3	56
	6%	6%	6%	10%	7%	7%	6%	4%	4%	7%	3%	8%	7%	5%	4%	10%	6%	3%	6%
The Conservative Party																			
True	313	163	150	44	52	52	41	48	76	114	90	55	54	102	98	52	44	17	280
	31%	33%	29%	36%	31%	30%	23%	33%	35%	42%	33%	25%	23%	37%	37%	22%	31%	19%	32%
Not true	629	293	336	61	102	108	131	96	132	145	175	145	164	157	154	164	88	67	532
	63%	60%	65%	51%	60%	63%	73%	64%	61%	53%	63%	67%	69%	57%	59%	68%	62%	77%	61%
Don't know	63	33	30	15	16	12	8	4	8	14	12	18	20	16	10	24	9	3	56
	6%	7%	6%	12%	9%	7%	4%	3%	4%	5%	4%	8%	9%	6%	4%	10%	7%	4%	6%
The Liberal Democrat Party																			
True	280	143	137	44	51	50	48	41	45	97	77	54	52	87	71	58	42	22	241
	28%	29%	27%	37%	30%	29%	27%	28%	21%	35%	28%	25%	22%	32%	27%	24%	30%	25%	28%
Not true	649	312	337	56	103	110	118	99	163	162	182	143	162	168	179	152	91	59	560
	64%	64%	65%	47%	61%	64%	66%	67%	75%	59%	66%	66%	68%	61%	68%	63%	64%	68%	65%
Don't know	77	35	42	20	15	12	14	8	9	14	17	21	25	20	13	30	9	6	67
	8%	7%	8%	17%	9%	7%	8%	5%	4%	5%	6%	10%	10%	7%	5%	13%	6%	7%	8%
UKIP																			
True	328	180	148	32	48	61	66	40	80	60	87	97	85	85	95	82	43	23	293
	33%	37%	29%	26%	29%	36%	37%	27%	37%	22%	31%	44%	35%	31%	36%	34%	30%	26%	34%
Not true	598	274	324	75	105	96	101	101	121	192	178	100	128	166	154	130	88	61	503
	59%	56%	63%	62%	62%	56%	56%	68%	56%	71%	64%	46%	54%	60%	59%	54%	62%	70%	58%
Don't know	80	35	45	14	16	15	13	7	15	21	12	21	26	24	13	28	11	3	73
	8%	7%	9%	11%	9%	9%	7%	5%	7%	8%	4%	10%	11%	9%	5%	12%	8%	4%	8%

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Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-On the side of people like me

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	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
<u>The Labour Party</u>												
True	417	31	205	28	26	69	204	39	144	66	173	152
	41%	17%	86%	42%	20%	36%	44%	18%	80%	49%	46%	46%
Not true	527	141	32	35	103	102	244	172	35	65	191	172
	52%	80%	14%	54%	78%	53%	52%	80%	20%	48%	51%	51%
Don't know	62	6	1	3	3	21	21	4	1	5	8	10
	6%	3%	*	4%	2%	11%	4%	2%	1%	4%	2%	3%
<u>The Conservative Party</u>												
True	313	148	40	20	25	63	151	137	29	30	132	110
	31%	83%	17%	31%	19%	33%	32%	64%	16%	22%	35%	33%
Not true	629	28	196	44	101	107	293	73	146	105	234	213
	63%	15%	82%	67%	77%	56%	62%	34%	81%	77%	63%	64%
Don't know	63	2	3	2	6	22	25	5	5	1	6	12
	6%	1%	1%	2%	4%	11%	5%	2%	3%	1%	2%	3%
<u>The Liberal Democrat Party</u>												
True	280	56	69	54	15	60	152	53	43	75	102	111
	28%	32%	29%	84%	12%	31%	33%	24%	24%	55%	27%	33%
Not true	649	112	160	10	111	112	284	156	132	58	259	205
	64%	63%	67%	16%	84%	58%	61%	72%	73%	43%	69%	61%
Don't know	77	9	9	*	5	21	32	7	5	2	12	18
	8%	5%	4%	*	4%	11%	7%	3%	3%	2%	3%	5%
<u>UKIP</u>												
True	328	63	40	13	117	47	166	104	44	27	125	131
	33%	36%	17%	20%	89%	25%	36%	48%	24%	20%	33%	39%
Not true	598	106	184	49	12	125	275	104	126	104	228	192
	59%	60%	77%	76%	9%	65%	59%	48%	70%	76%	61%	57%
Don't know	80	8	14	3	2	21	27	8	10	5	20	12
	8%	5%	6%	4%	1%	11%	6%	4%	6%	4%	5%	4%

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Table 12

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Willing to take tough decisions for the long term

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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871	
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868	
<u>The Labour Party</u>																				
True	392	175	218	60	77	62	61	48	84	109	111	80	92	109	91	110	49	32	338	
	39%	36%	42%	50%	45%	36%	34%	32%	39%	40%	40%	37%	39%	40%	35%	46%	35%	37%	39%	
Not true	548	286	262	45	78	100	109	97	119	147	154	120	127	144	160	108	82	53	471	
	54%	58%	51%	38%	46%	58%	61%	66%	55%	54%	56%	55%	53%	52%	61%	45%	58%	61%	54%	
Don't know	66	29	36	15	15	10	9	3	14	16	12	18	20	22	10	22	10	2	60	
	7%	6%	7%	12%	9%	6%	5%	2%	6%	6%	4%	8%	8%	8%	4%	9%	7%	2%	7%	
<u>The Conservative Party</u>																				
True	503	254	249	66	91	80	81	74	111	176	141	100	86	152	130	104	76	41	436	
	50%	52%	48%	55%	54%	47%	45%	50%	51%	65%	51%	46%	36%	55%	50%	43%	54%	47%	50%	
Not true	438	207	231	38	61	81	91	71	95	83	120	101	133	107	118	112	57	44	374	
	43%	42%	45%	32%	36%	47%	50%	48%	44%	31%	43%	46%	56%	39%	45%	47%	40%	50%	43%	
Don't know	65	29	36	16	17	11	8	3	10	13	16	17	20	16	14	24	9	2	58	
	6%	6%	7%	13%	10%	7%	4%	2%	5%	5%	6%	8%	8%	6%	5%	10%	6%	3%	7%	
<u>The Liberal Democrat Party</u>																				
True	246	126	121	38	39	47	39	42	42	66	75	51	54	76	56	57	42	16	216	
	24%	26%	23%	32%	23%	27%	21%	28%	19%	24%	27%	23%	23%	28%	21%	24%	29%	18%	25%	
Not true	687	332	355	65	113	114	131	101	163	188	189	146	163	178	193	157	91	68	587	
	68%	68%	69%	54%	67%	66%	73%	68%	75%	69%	68%	67%	68%	65%	74%	65%	64%	78%	68%	
Don't know	72	32	40	16	18	11	10	5	12	18	12	21	22	21	13	26	9	3	65	
	7%	7%	8%	14%	10%	6%	6%	4%	5%	7%	4%	10%	9%	8%	5%	11%	6%	3%	8%	
<u>UKIP</u>																				
True	357	187	170	50	52	62	71	54	69	81	94	97	86	95	99	84	51	29	314	
	36%	38%	33%	41%	31%	36%	39%	36%	32%	30%	34%	44%	36%	34%	38%	35%	36%	33%	36%	
Not true	543	261	283	56	98	93	92	86	118	163	162	97	122	148	138	129	76	53	459	
	54%	53%	55%	46%	58%	54%	51%	58%	55%	60%	59%	44%	51%	54%	53%	54%	53%	60%	53%	
Don't know	106	42	63	15	19	17	17	9	30	28	21	24	32	32	25	28	16	6	96	
	10%	9%	12%	12%	11%	10%	9%	6%	14%	10%	8%	11%	13%	12%	9%	11%	11%	7%	11%	

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-Willing to take tough decisions for the long term

Base: All respondents

	<u>Voting Intention</u>						<u>Swing Vote</u>	<u>Vote in 2010</u>			<u>VI Conviction (Q4)</u>	
	<u>Total</u>	<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>UKIP</u>	<u>DK/Ref</u>		<u>Cons</u>	<u>Lab</u>	<u>Lib Dem</u>	<u>Def vote that way</u>	<u>Might vote diff</u>
Unweighted base	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
<u>The Labour Party</u>												
True	392	37	180	22	38	68	188	44	125	55	163	140
	39%	21%	75%	34%	29%	36%	40%	20%	70%	40%	44%	42%
Not true	548	136	54	41	89	101	255	166	52	75	200	185
	54%	77%	23%	64%	68%	53%	54%	77%	29%	55%	54%	55%
Don't know	66	4	5	1	4	23	26	6	3	6	10	10
	7%	3%	2%	2%	3%	12%	5%	3%	2%	5%	3%	3%
<u>The Conservative Party</u>												
True	503	158	108	35	43	95	246	159	74	73	192	189
	50%	89%	45%	53%	33%	49%	53%	74%	41%	54%	52%	57%
Not true	438	18	120	30	82	77	192	50	100	61	175	128
	43%	10%	50%	46%	63%	40%	41%	23%	56%	45%	47%	38%
Don't know	65	2	11	*	6	20	31	6	5	2	5	17
	6%	1%	4%	*	5%	10%	7%	3%	3%	2%	1%	5%
<u>The Liberal Democrat Party</u>												
True	246	46	64	48	19	44	129	44	36	59	90	100
	24%	26%	27%	74%	15%	23%	28%	20%	20%	43%	24%	30%
Not true	687	123	167	17	107	127	308	164	138	73	270	219
	68%	69%	70%	26%	81%	66%	66%	76%	77%	54%	73%	65%
Don't know	72	9	8	*	6	21	31	7	6	4	12	15
	7%	5%	3%	*	4%	11%	7%	3%	3%	3%	3%	5%
<u>UKIP</u>												
True	357	64	61	17	108	54	184	90	62	40	134	143
	36%	36%	26%	25%	82%	28%	39%	42%	34%	30%	36%	43%
Not true	543	103	159	45	15	109	240	110	109	84	214	165
	54%	58%	67%	69%	11%	57%	51%	51%	60%	62%	57%	49%
Don't know	106	11	19	4	9	29	44	15	9	11	25	26
	10%	6%	8%	5%	7%	15%	9%	7%	5%	8%	7%	8%

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Absolutes/col percents

Table 13

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Reasonable and sensible

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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871	
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868	
The Labour Party																				
True	460	232	227	73	91	77	81	61	78	135	133	91	102	126	101	124	64	45	393	
	46%	47%	44%	61%	54%	44%	45%	41%	36%	49%	48%	42%	43%	46%	39%	52%	45%	52%	45%	
Not true	479	227	252	34	64	86	88	82	125	119	133	109	117	128	148	93	69	40	414	
	48%	46%	49%	28%	38%	50%	49%	55%	58%	44%	48%	50%	49%	47%	57%	39%	49%	46%	48%	
Don't know	67	31	37	13	14	10	11	6	13	19	11	18	20	21	13	23	9	2	62	
	7%	6%	7%	11%	8%	6%	6%	4%	6%	7%	4%	8%	9%	8%	5%	10%	6%	2%	7%	
The Conservative Party																				
True	446	221	225	64	78	74	68	61	102	146	131	90	79	136	127	86	63	34	390	
	44%	45%	44%	53%	46%	43%	38%	41%	47%	53%	47%	41%	33%	49%	48%	36%	45%	39%	45%	
Not true	500	242	258	44	77	88	102	83	105	113	136	110	141	122	123	133	71	51	426	
	50%	49%	50%	37%	46%	51%	57%	56%	48%	42%	49%	50%	59%	44%	47%	55%	50%	59%	49%	
Don't know	60	26	33	12	14	10	9	5	10	14	9	18	19	17	12	21	8	2	53	
	6%	5%	6%	10%	8%	6%	5%	3%	4%	5%	3%	8%	8%	6%	4%	9%	6%	2%	6%	
The Liberal Democrat Party																				
True	361	193	168	58	67	72	62	49	53	122	105	67	67	119	92	79	47	25	319	
	36%	39%	32%	48%	40%	42%	35%	33%	24%	45%	38%	31%	28%	43%	35%	33%	33%	29%	37%	
Not true	570	265	305	49	90	86	105	89	151	140	158	127	146	136	155	135	86	58	484	
	57%	54%	59%	41%	53%	50%	58%	60%	70%	51%	57%	58%	61%	50%	59%	56%	61%	67%	56%	
Don't know	74	31	43	13	12	14	13	10	13	12	13	23	27	20	16	26	9	4	65	
	7%	6%	8%	11%	7%	8%	7%	7%	6%	4%	5%	11%	11%	7%	6%	11%	6%	4%	8%	
UKIP																				
True	273	159	114	27	34	49	56	43	64	47	68	88	69	62	81	68	41	21	240	
	27%	32%	22%	22%	20%	28%	31%	29%	30%	17%	24%	41%	29%	22%	31%	28%	29%	25%	28%	
Not true	640	291	349	80	120	112	109	96	123	202	195	106	137	185	163	140	91	62	545	
	64%	60%	68%	67%	71%	65%	61%	65%	57%	74%	71%	49%	57%	67%	62%	58%	64%	72%	63%	
Don't know	93	39	54	13	15	11	14	10	29	23	14	23	33	29	19	32	10	3	84	
	9%	8%	10%	11%	9%	7%	8%	7%	14%	8%	5%	11%	14%	10%	7%	13%	7%	4%	10%	

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Absolutes/col percents

Table 13

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Reasonable and sensible

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	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
<u>The Labour Party</u>												
True	460	48	210	33	30	81	225	55	149	68	185	171
	46%	27%	88%	51%	23%	42%	48%	26%	83%	50%	50%	51%
Not true	479	124	28	30	95	89	220	151	31	64	177	153
	48%	70%	12%	47%	72%	46%	47%	70%	17%	47%	47%	46%
Don't know	67	6	1	1	7	23	23	10	1	4	10	10
	7%	4%	*	2%	5%	12%	5%	5%	*	3%	3%	3%
<u>The Conservative Party</u>												
True	446	158	92	36	36	88	228	165	65	50	174	174
	44%	89%	38%	55%	27%	46%	49%	77%	36%	36%	47%	52%
Not true	500	19	146	26	93	83	219	47	114	83	196	151
	50%	11%	61%	40%	70%	43%	47%	22%	63%	61%	52%	45%
Don't know	60	1	1	3	3	22	21	4	1	3	3	10
	6%	1%	*	5%	3%	11%	5%	2%	*	2%	1%	3%
<u>The Liberal Democrat Party</u>												
True	361	79	88	57	27	71	205	78	54	80	122	160
	36%	44%	37%	87%	21%	37%	44%	36%	30%	59%	33%	48%
Not true	570	93	138	8	101	103	239	131	117	54	236	161
	57%	52%	58%	12%	77%	53%	51%	61%	65%	40%	63%	48%
Don't know	74	6	12	*	3	19	24	6	8	2	14	13
	7%	4%	5%	*	3%	10%	5%	3%	5%	1%	4%	4%
<u>UKIP</u>												
True	273	45	37	6	104	41	131	78	45	22	110	99
	27%	25%	16%	10%	79%	21%	28%	36%	25%	16%	29%	30%
Not true	640	125	184	56	21	125	302	125	126	107	242	215
	64%	70%	77%	86%	16%	65%	64%	58%	70%	79%	65%	64%
Don't know	93	9	18	3	6	27	35	13	9	7	20	20
	9%	5%	7%	5%	5%	14%	8%	6%	5%	5%	6%	6%

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Absolutes/col percents

Table 14

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-It's heart is in the right place

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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868
The Labour Party																			
True	523	256	267	76	97	84	94	81	92	168	148	96	110	133	123	149	70	49	447
	52%	52%	52%	63%	57%	49%	52%	54%	42%	62%	54%	44%	46%	48%	47%	62%	49%	56%	51%
Not true	422	208	214	31	63	71	77	65	115	94	118	99	112	124	129	67	66	37	366
	42%	43%	41%	26%	37%	41%	43%	44%	53%	34%	43%	45%	47%	45%	49%	28%	46%	42%	42%
Don't know	61	26	35	13	9	17	8	3	10	11	10	23	17	19	10	24	7	2	56
	6%	5%	7%	11%	5%	10%	5%	2%	5%	4%	4%	11%	7%	7%	4%	10%	5%	2%	6%
The Conservative Party																			
True	378	198	180	45	69	57	62	58	86	125	104	79	70	109	109	81	55	24	335
	38%	41%	35%	37%	41%	33%	35%	39%	40%	46%	38%	36%	29%	40%	42%	34%	39%	28%	39%
Not true	571	266	305	62	92	102	109	87	120	138	158	121	154	147	141	139	81	62	481
	57%	54%	59%	52%	54%	59%	61%	58%	55%	51%	57%	55%	64%	54%	54%	58%	57%	71%	55%
Don't know	57	25	31	13	8	13	8	3	11	9	14	18	15	18	11	20	6	1	53
	6%	5%	6%	11%	5%	8%	5%	2%	5%	3%	5%	8%	6%	7%	4%	8%	4%	1%	6%
The Liberal Democrat Party																			
True	430	212	217	67	79	74	76	69	64	152	121	81	76	127	112	103	58	30	378
	43%	43%	42%	56%	47%	43%	42%	47%	30%	56%	44%	37%	32%	46%	43%	43%	41%	34%	44%
Not true	506	250	256	38	77	84	94	71	141	111	139	115	141	130	132	110	77	56	425
	50%	51%	50%	32%	46%	49%	52%	48%	65%	41%	50%	53%	59%	47%	50%	46%	54%	65%	49%
Don't know	70	27	43	14	13	14	11	8	11	10	17	22	21	18	18	27	7	1	65
	7%	6%	8%	12%	7%	8%	6%	5%	5%	4%	6%	10%	9%	6%	7%	11%	5%	1%	7%
UKIP																			
True	387	206	182	37	58	68	80	60	84	80	108	111	88	99	114	94	55	26	342
	39%	42%	35%	31%	34%	40%	45%	40%	39%	29%	39%	51%	37%	36%	44%	39%	38%	29%	39%
Not true	535	253	282	68	98	88	87	80	113	173	154	84	123	151	128	121	76	59	450
	53%	52%	55%	57%	58%	51%	49%	54%	52%	64%	56%	39%	51%	55%	49%	50%	54%	68%	52%
Don't know	84	31	52	15	13	16	12	8	20	20	14	22	28	25	19	25	11	2	76
	8%	6%	10%	12%	8%	9%	7%	5%	9%	7%	5%	10%	12%	9%	7%	10%	8%	3%	9%

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Table 14

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-It's heart is in the right place

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	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
<u>The Labour Party</u>												
True	523	70	214	38	33	87	241	71	152	93	220	180
	52%	40%	90%	58%	25%	45%	51%	33%	84%	68%	59%	54%
Not true	422	101	17	27	95	85	203	137	24	43	144	142
	42%	57%	7%	42%	72%	44%	43%	64%	13%	32%	39%	42%
Don't know	61	6	8	*	4	20	25	7	4	-	8	12
	6%	3%	3%	*	3%	10%	5%	3%	2%	-	2%	4%
<u>The Conservative Party</u>												
True	378	152	62	22	37	68	185	155	39	43	153	140
	38%	85%	26%	34%	28%	35%	39%	72%	22%	32%	41%	42%
Not true	571	23	170	41	92	104	261	55	136	93	214	184
	57%	13%	71%	64%	70%	54%	56%	26%	76%	68%	57%	55%
Don't know	57	3	6	2	2	20	23	6	5	-	5	11
	6%	2%	2%	3%	2%	11%	5%	3%	3%	-	1%	3%
<u>The Liberal Democrat Party</u>												
True	430	92	110	55	30	90	227	96	67	92	156	168
	43%	52%	46%	85%	23%	47%	49%	45%	37%	68%	42%	50%
Not true	506	79	117	9	96	80	210	108	105	42	203	151
	50%	45%	49%	14%	73%	41%	45%	50%	58%	31%	55%	45%
Don't know	70	6	11	*	6	23	31	11	8	2	13	15
	7%	4%	5%	*	4%	12%	7%	5%	5%	1%	3%	4%
<u>UKIP</u>												
True	387	81	58	17	114	67	196	120	51	44	146	147
	39%	45%	24%	26%	86%	35%	42%	56%	28%	32%	39%	44%
Not true	535	89	161	46	15	101	240	87	118	85	207	170
	53%	50%	68%	70%	12%	53%	51%	40%	66%	63%	56%	51%
Don't know	84	8	19	2	3	24	31	9	11	7	19	18
	8%	5%	8%	4%	2%	13%	7%	4%	6%	5%	5%	5%

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Absolutes/col percents

Table 15

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Stands for fairness

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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868
<u>The Labour Party</u>																			
True	508 50%	251 51%	257 50%	84 70%	91 54%	85 49%	83 46%	65 44%	100 46%	162 59%	141 51%	95 44%	109 46%	132 48%	130 50%	128 53%	70 49%	48 56%	437 50%
Not true	431 43%	211 43%	220 43%	23 19%	70 41%	69 40%	87 48%	76 51%	107 49%	97 36%	124 45%	102 47%	109 46%	120 44%	121 46%	86 36%	66 46%	38 43%	369 42%
Don't know	67 7%	27 6%	40 8%	14 12%	8 5%	18 10%	10 6%	7 5%	10 4%	14 5%	12 4%	21 10%	21 9%	23 8%	11 4%	26 11%	7 5%	1 1%	62 7%
<u>The Conservative Party</u>																			
True	317 32%	157 32%	160 31%	46 38%	67 40%	46 27%	41 23%	41 28%	76 35%	106 39%	94 34%	56 26%	61 26%	98 35%	92 35%	60 25%	45 32%	23 26%	278 32%
Not true	629 62%	305 62%	323 63%	61 51%	92 54%	113 65%	128 71%	103 69%	132 61%	157 58%	170 62%	140 64%	162 68%	162 59%	157 60%	158 66%	89 63%	62 71%	536 62%
Don't know	60 6%	28 6%	33 6%	13 11%	10 6%	14 8%	11 6%	5 3%	9 4%	10 4%	12 4%	22 10%	16 7%	15 6%	13 5%	23 9%	7 5%	3 3%	54 6%
<u>The Liberal Democrat Party</u>																			
True	419 42%	208 43%	210 41%	60 50%	78 46%	82 48%	67 37%	62 42%	70 32%	149 55%	122 44%	76 35%	73 31%	129 47%	110 42%	97 40%	56 40%	27 31%	372 43%
Not true	512 51%	253 52%	258 50%	45 38%	78 46%	75 44%	101 56%	77 52%	136 63%	111 41%	141 51%	116 53%	143 60%	124 45%	136 52%	117 49%	76 54%	58 67%	427 49%
Don't know	76 8%	28 6%	48 9%	15 13%	14 8%	15 9%	12 7%	9 6%	11 5%	13 5%	14 5%	26 12%	23 10%	23 8%	15 6%	26 11%	9 7%	2 2%	69 8%
<u>UKIP</u>																			
True	303 30%	161 33%	142 27%	31 26%	45 26%	58 34%	62 34%	45 31%	62 29%	55 20%	81 29%	87 40%	80 34%	80 29%	97 37%	65 27%	42 30%	19 22%	270 31%
Not true	612 61%	293 60%	319 62%	75 62%	114 67%	95 55%	105 58%	94 63%	130 60%	194 71%	176 64%	110 50%	133 56%	164 60%	147 56%	147 61%	89 63%	64 74%	516 59%
Don't know	91 9%	36 7%	55 11%	14 11%	10 6%	19 11%	13 7%	9 6%	25 12%	24 9%	20 7%	21 10%	26 11%	31 11%	17 7%	29 12%	10 7%	4 4%	83 10%

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Table 15

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Stands for fairness

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	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
<u>The Labour Party</u>												
True	508	68	206	30	39	86	250	72	145	80	203	188
	50%	38%	86%	46%	29%	45%	53%	33%	81%	59%	55%	56%
Not true	431	103	23	34	88	85	195	136	31	48	153	135
	43%	58%	10%	52%	67%	44%	42%	63%	17%	35%	41%	40%
Don't know	67	6	9	1	5	21	23	8	3	9	16	11
	7%	4%	4%	2%	4%	11%	5%	4%	2%	6%	4%	3%
<u>The Conservative Party</u>												
True	317	139	53	16	28	52	147	139	29	26	135	114
	32%	78%	22%	24%	21%	27%	31%	64%	16%	19%	36%	34%
Not true	629	34	180	49	101	118	299	72	148	107	232	210
	62%	19%	76%	76%	77%	61%	64%	33%	82%	78%	62%	63%
Don't know	60	4	5	*	2	23	22	5	3	3	6	10
	6%	2%	2%	*	2%	12%	5%	2%	2%	3%	2%	3%
<u>The Liberal Democrat Party</u>												
True	419	94	105	54	26	82	215	93	67	92	154	162
	42%	53%	44%	84%	20%	43%	46%	43%	37%	68%	41%	48%
Not true	512	77	124	8	99	85	223	111	106	40	204	156
	51%	43%	52%	13%	76%	44%	48%	52%	59%	29%	55%	47%
Don't know	76	8	9	2	6	25	30	11	6	5	14	16
	8%	4%	4%	4%	4%	13%	6%	5%	4%	3%	4%	5%
<u>UKIP</u>												
True	303	55	39	13	102	48	151	79	39	33	113	114
	30%	31%	16%	20%	78%	25%	32%	37%	22%	24%	30%	34%
Not true	612	113	183	50	24	114	284	125	130	92	235	204
	61%	63%	77%	76%	18%	59%	61%	58%	73%	68%	63%	61%
Don't know	91	10	17	2	5	30	33	11	10	11	25	16
	9%	6%	7%	4%	4%	16%	7%	5%	6%	8%	7%	5%

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Absolutes/col percents

Table 16

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Say things that need to be said that other parties are scared to say

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	1006	500	506	87	157	168	205	156	233	374	193	153	286	272	269	243	138	84	871
Weighted base	1006	490	516	120	169	172	180	148	217	273	277	218	239	275	262	240	142	87	868
<u>The Labour Party</u>																			
True	331 33%	145 30%	185 36%	40 33%	58 34%	39 22%	59 33%	56 38%	79 37%	88 32%	90 33%	65 30%	88 37%	77 28%	70 27%	102 43%	51 36%	29 34%	282 32%
Not true	614 61%	319 65%	296 57%	65 54%	100 59%	118 69%	110 61%	88 59%	133 61%	174 64%	176 64%	133 61%	133 55%	179 65%	182 70%	116 48%	80 57%	57 65%	530 61%
Don't know	61 6%	25 5%	36 7%	15 12%	11 7%	15 9%	11 6%	5 3%	4 2%	11 4%	11 4%	21 9%	19 8%	19 7%	9 4%	22 9%	10 7%	1 1%	56 6%
<u>The Conservative Party</u>																			
True	325 32%	161 33%	164 32%	42 35%	55 33%	40 23%	47 26%	53 36%	88 41%	106 39%	91 33%	59 27%	71 30%	90 33%	92 35%	77 32%	44 31%	23 26%	284 33%
Not true	621 62%	302 62%	319 62%	63 53%	100 59%	117 68%	125 69%	92 62%	124 57%	155 57%	171 62%	142 65%	153 64%	166 61%	160 61%	143 60%	90 63%	62 71%	532 61%
Don't know	59 6%	27 5%	33 6%	15 13%	14 8%	15 9%	8 4%	3 2%	4 2%	12 5%	15 5%	17 8%	15 6%	18 7%	11 4%	20 8%	8 6%	2 3%	52 6%
<u>The Liberal Democrat Party</u>																			
True	265 26%	132 27%	133 26%	32 26%	39 23%	39 23%	51 29%	46 31%	57 27%	84 31%	64 23%	55 25%	63 26%	74 27%	70 27%	68 28%	37 26%	17 19%	237 27%
Not true	671 67%	329 67%	342 66%	72 60%	119 70%	117 68%	119 66%	94 64%	149 69%	177 65%	197 71%	140 64%	157 66%	181 66%	179 68%	146 61%	96 68%	68 78%	568 65%
Don't know	70 7%	29 6%	41 8%	17 14%	11 6%	15 9%	9 5%	8 6%	10 5%	11 4%	16 6%	23 11%	19 8%	20 7%	13 5%	26 11%	9 6%	2 2%	63 7%
<u>UKIP</u>																			
True	569 57%	287 59%	282 55%	55 46%	95 56%	90 52%	113 63%	90 61%	127 59%	155 57%	164 59%	130 60%	120 50%	153 56%	159 61%	133 55%	80 56%	45 52%	497 57%
Not true	366 36%	175 36%	191 37%	50 42%	62 37%	68 39%	57 32%	51 34%	78 36%	100 37%	102 37%	66 30%	97 41%	99 36%	84 32%	86 36%	55 39%	41 47%	305 35%
Don't know	71 7%	27 6%	44 9%	15 13%	13 8%	14 8%	10 6%	8 5%	12 5%	18 6%	11 4%	21 10%	22 9%	23 8%	19 7%	21 9%	7 5%	1 1%	66 8%

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Absolutes/col percents

Table 16

Q5. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

-Say things that need to be said that other parties are scared to say

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	1006	190	255	57	122	192	443	238	212	104	396	317
Weighted base	1006	178	238	65	131	192	468	216	180	136	373	334
<u>The Labour Party</u>												
True	331	42	146	21	25	57	140	42	102	41	150	103
	33%	24%	61%	32%	19%	30%	30%	19%	57%	30%	40%	31%
Not true	614	130	87	44	104	114	302	167	73	92	214	221
	61%	73%	36%	67%	79%	59%	64%	77%	41%	68%	57%	66%
Don't know	61	6	6	*	2	21	26	7	5	3	8	10
	6%	3%	2%	*	2%	11%	6%	3%	3%	2%	2%	3%
<u>The Conservative Party</u>												
True	325	108	71	25	23	60	146	116	55	32	137	111
	32%	61%	30%	38%	18%	31%	31%	54%	31%	24%	37%	33%
Not true	621	65	160	39	105	113	293	92	120	104	230	208
	62%	37%	67%	60%	80%	59%	63%	43%	67%	76%	62%	62%
Don't know	59	4	8	1	3	19	30	7	4	-	5	15
	6%	2%	3%	2%	3%	10%	6%	3%	2%	-	1%	5%
<u>The Liberal Democrat Party</u>												
True	265	59	57	40	24	48	127	59	42	51	101	91
	26%	33%	24%	61%	18%	25%	27%	28%	24%	37%	27%	27%
Not true	671	114	170	24	106	120	312	148	131	82	261	230
	67%	64%	71%	37%	80%	62%	67%	69%	73%	60%	70%	69%
Don't know	70	5	11	1	2	24	29	8	6	3	11	14
	7%	3%	5%	2%	2%	13%	6%	4%	3%	3%	3%	4%
<u>UKIP</u>												
True	569	127	108	33	109	108	276	166	91	69	218	200
	57%	72%	45%	51%	83%	56%	59%	77%	51%	51%	59%	60%
Not true	366	46	114	30	20	65	169	45	80	61	135	126
	36%	26%	48%	46%	15%	34%	36%	21%	44%	45%	36%	38%
Don't know	71	4	16	1	3	19	23	5	9	5	19	9
	7%	2%	7%	2%	2%	10%	5%	2%	5%	4%	5%	3%

The Ashcroft National Poll
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Absolutes/col percents

Table 17
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
Yes	573 57%	614 61%
No	433 43%	392 39%

The Ashcroft National Poll
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Absolutes/col percents

Table 18
Is the house or flat in which you live...?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
NET: Owners	638 63%	654 65%
Owned outright - without mortgage	324 32%	332 33%
Owned with a mortgage or loan	314 31%	322 32%
NET: Renters	349 35%	337 34%
Rented from the council	112 11%	141 14%
Rented from a housing association	81 8%	61 6%
Rented from someone else	156 16%	135 13%
Rent free	19 2%	15 2%

The Ashcroft National Poll
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Absolutes/col percents

Table 19
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
None	211 21%	211 21%
1	425 42%	423 42%
2	280 28%	282 28%
3+	90 9%	91 9%
Mean	1.30	1.29
Standard deviation	1.17	1.09
Standard error	0.04	0.03

The Ashcroft National Poll
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Absolutes/col percents

Table 20
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1006	1006
Weighted base	1006	1006
NET: Working	603 60%	563 56%
Working full time - working 30 hours per week or more	470 47%	442 44%
Working part time - working between 8 and 29 hours per week	133 13%	121 12%
NET: Not Working	403 40%	443 44%
Not working but seeking work or temporarily unemployed or sick	57 6%	68 7%
Not working and not seeking work/ student	52 5%	77 8%
Retired on a state pension only	126 13%	114 11%
Retired with a private pension	132 13%	139 14%
House person, housewife, househusband, etc.	36 4%	44 4%

The Ashcroft National Poll
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Absolutes/col percents

Table 21
SEG
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
NET: AB	374 37%	269 27%
A	120 12%	86 9%
B	254 25%	183 18%
C1	193 19%	279 28%
C2	153 15%	219 22%
D	108 11%	82 8%
E	178 18%	157 16%
NET: DE	286 28%	239 24%

The Ashcroft National Poll
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Absolutes/col percents

Table 22

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
18-24	87 9%	120 12%
25-34	157 16%	169 17%
35-44	168 17%	169 17%
45-54	205 20%	179 18%
55-64	156 16%	149 15%
65 or older	233 23%	219 22%
Average age	48.54	47.02

The Ashcroft National Poll
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Absolutes/col percents

Table 23
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1006	1006
Weighted base	1006	1006
Male	500 50%	493 49%
Female	506 50%	513 51%

The Ashcroft National Poll
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Absolutes/col percents

Table 24
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1006	1006
Weighted base	1006	1006
Scotland	84 8%	91 9%
North East	37 4%	40 4%
North West	112 11%	111 11%
Yorkshire & Humberside	94 9%	91 9%
West Midlands	91 9%	91 9%
East Midlands	77 8%	70 7%
Wales	51 5%	50 5%
Eastern	101 10%	101 10%
London	133 13%	131 13%
South East	139 14%	141 14%
South West	87 9%	91 9%

The Ashcroft National Poll
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Absolutes/col percents

Table 25

**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	1006	1006
Weighted base	1006	1006
Conservative	238 24%	216 21%
Labour	212 21%	180 18%
Liberal Democrat	104 10%	136 14%
Another party	59 6%	58 6%
Didn't vote	291 29%	316 31%
Refused	50 5%	47 5%
Don't know	52 5%	54 5%