

The Ashcroft National Poll

CATI Fieldwork : 4th - 6th July 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	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868	
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867	
Absolutely certain to vote	(10)	518 52%	237 48%	282 55%	42 36%	53 31%	79 47%	105 59%	83 56%	157 71%	159 57%	150 54%	91 42%	118 51%	141 51%	125 48%	115 48%	75 53%	63 71%	430 50%
	(9)	58 6%	27 5%	32 6%	8 7%	16 9%	11 6%	7 4%	12 8%	5 2%	21 8%	21 7%	9 4%	7 3%	20 7%	12 5%	19 8%	6 4%	2 2%	55 6%
	(8)	87 9%	43 9%	44 9%	18 16%	16 9%	12 7%	10 5%	16 11%	14 6%	23 8%	22 8%	26 12%	16 7%	25 9%	21 8%	22 9%	13 9%	6 7%	73 8%
	(7)	47 5%	29 6%	19 4%	10 9%	10 6%	15 9%	3 2%	5 3%	4 2%	18 7%	8 3%	13 6%	9 4%	9 3%	17 7%	10 4%	6 4%	5 5%	39 4%
	(6)	15 2%	9 2%	7 1%	7 6%	1 *	2 1%	3 2%	1 1%	2 1%	6 2%	5 2%	1 1%	3 1%	6 2%	4 2%	2 1%	1 1%	2 2%	13 1%
	(5)	68 7%	30 6%	38 7%	4 4%	18 10%	16 10%	12 7%	7 5%	10 4%	15 5%	17 6%	20 9%	16 7%	16 6%	20 8%	18 8%	10 7%	4 4%	63 7%
	(4)	21 2%	13 3%	8 2%	5 4%	8 4%	3 2%	1 1%	2 2%	2 1%	3 1%	6 2%	6 3%	7 3%	5 2%	8 3%	2 1%	6 4%	1 1%	19 2%
	(3)	30 3%	18 4%	12 2%	5 4%	12 7%	7 4%	2 1%	1 1%	3 1%	4 2%	11 4%	10 5%	5 2%	6 2%	8 3%	10 4%	6 4%	- -	28 3%
	(2)	21 2%	9 2%	12 2%	3 2%	7 4%	1 1%	7 4%	1 *	3 1%	6 2%	5 2%	3 1%	7 3%	11 4%	8 3%	2 1%	1 1%	- -	21 2%
Definitely would not vote	(1)	133 13%	76 15%	57 11%	15 13%	31 18%	22 13%	28 16%	19 13%	19 8%	21 8%	33 12%	38 17%	42 18%	35 13%	36 14%	38 16%	18 13%	7 8%	122 14%
Refused		2 *	2 *	1 *	- -	- -	2 1%	- -	- -	1 *	2 1%	- -	- -	1 *	1 *	1 *	1 *	- -	- -	2 *
Don't know		3 *	1 *	2 *	- -	1 1%	1 *	- -	- -	1 *	- -	- -	- -	3 1%	1 *	1 *	1 *	- -	- -	3 *
Mean		7.52	7.26	7.77	7.07	6.28	7.38	7.54	7.96	8.50	8.19	7.68	6.89	7.10	7.53	7.27	7.37	7.50	8.63	7.38
Standard deviation		3.32	3.43	3.20	3.18	3.52	3.25	3.52	3.14	2.89	2.84	3.26	3.48	3.61	3.34	3.37	3.41	3.32	2.65	3.38
Standard error		0.11	0.15	0.14	0.34	0.27	0.26	0.26	0.23	0.19	0.15	0.21	0.29	0.23	0.20	0.21	0.22	0.28	0.29	0.12

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Base: All respondents

		Voting Intention					Swing	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base		1005	164	226	73	108	200	443	209	174	132	350	322
Absolutely certain to vote	(10)	518 52%	110 67%	141 62%	45 61%	69 64%	104 52%	202 46%	162 77%	126 72%	82 62%	262 75%	152 47%
	(9)	58 6%	7 4%	18 8%	6 8%	5 5%	12 6%	39 9%	8 4%	13 7%	14 10%	14 4%	33 10%
	(8)	87 9%	18 11%	25 11%	8 11%	12 11%	13 7%	52 12%	17 8%	13 7%	9 7%	29 8%	45 14%
	(7)	47 5%	7 4%	12 5%	7 9%	2 2%	14 7%	35 8%	8 4%	6 3%	8 6%	8 2%	25 8%
	(6)	15 2%	6 4%	3 2%	- -	2 2%	2 1%	9 2%	3 2%	4 2%	1 1%	5 1%	8 2%
	(5)	68 7%	5 3%	15 6%	6 8%	6 6%	27 13%	44 10%	7 3%	7 4%	8 6%	18 5%	23 7%
	(4)	21 2%	2 1%	5 2%	2 3%	- -	5 3%	20 5%	1 1%	2 1%	3 2%	1 *	15 5%
	(3)	30 3%	6 4%	4 2%	- -	8 7%	9 5%	19 4%	1 *	- -	- -	11 3%	9 3%
	(2)	21 2%	3 2%	4 2%	- -	5 4%	8 4%	20 4%	- -	- -	2 1%	2 *	12 4%
Definitely would not vote	(1)	133 13%	- -	- -	- -	- -	- -	- -	3 2%	4 2%	5 4%	- -	- -
Refused		2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -
Don't know		3 *	- -	- -	- -	- -	3 1%	3 1%	- -	1 *	- -	- -	- -
Mean		7.52	8.83	8.77	8.88	8.48	8.04	7.92	9.26	9.11	8.66	9.12	8.16
Standard deviation		3.32	2.07	2.02	1.75	2.53	2.58	2.53	1.70	1.89	2.33	1.83	2.37
Standard error		0.11	0.17	0.13	0.22	0.26	0.18	0.12	0.12	0.13	0.23	0.10	0.13

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					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
Conservative	164 16%	87 18%	77 15%	18 15%	19 11%	24 14%	19 11%	21 14%	63 29%	55 20%	41 15%	33 15%	34 15%	53 19%	49 19%	25 11%	26 18%	11 13%	142 16%
Labour	226 22%	104 21%	122 24%	33 28%	44 25%	38 22%	36 20%	35 24%	40 18%	62 22%	75 27%	38 17%	51 22%	62 23%	56 21%	69 29%	19 14%	20 22%	199 23%
Liberal Democrat	73 7%	37 8%	36 7%	9 8%	7 4%	15 9%	8 5%	15 10%	18 8%	26 9%	23 8%	13 6%	11 5%	18 6%	18 7%	12 5%	13 9%	12 13%	60 7%
SNP	18 2%	8 2%	9 2%	1 1%	2 1%	3 2%	4 2%	6 4%	2 1%	5 2%	3 1%	1 1%	8 4%	-	-	-	-	18 20%	-
Plaid Cymru	2 *	1 *	2 *	-	1 1%	1 *	-	1 1%	-	1 *	-	-	1 1%	-	-	-	2 2%	-	-
The UK Independence Party	108 11%	59 12%	49 10%	6 5%	14 8%	18 11%	30 17%	17 12%	22 10%	18 6%	25 9%	40 18%	25 11%	29 11%	26 10%	33 14%	16 11%	4 4%	96 11%
The Green Party	46 5%	15 3%	31 6%	14 12%	11 7%	9 5%	5 3%	2 1%	5 2%	18 6%	17 6%	6 3%	6 2%	13 5%	11 4%	12 5%	8 5%	3 4%	41 5%
The British National Party	11 1%	6 1%	5 1%	3 2%	4 2%	-	4 2%	-	* *	1 *	2 1%	5 2%	3 1%	3 1%	5 2%	* *	2 2%	1 1%	9 1%
Another party	23 2%	16 3%	8 1%	1 1%	9 5%	3 2%	5 3%	4 3%	1 *	7 2%	3 1%	12 6%	2 1%	3 1%	7 3%	5 2%	6 4%	2 2%	22 2%
Would not vote	133 13%	76 15%	57 11%	15 13%	31 18%	22 13%	28 16%	19 13%	19 8%	21 8%	33 12%	38 17%	42 18%	35 13%	36 14%	38 16%	18 13%	7 8%	122 14%
Refused	78 8%	29 6%	49 10%	3 2%	5 3%	13 7%	16 9%	11 8%	30 14%	21 8%	25 9%	14 6%	18 8%	24 9%	17 7%	21 9%	12 8%	5 5%	72 8%
Don't know	121 12%	54 11%	68 13%	15 13%	23 13%	24 14%	23 13%	16 11%	21 10%	42 15%	32 11%	16 7%	32 14%	36 13%	36 14%	24 10%	19 13%	7 8%	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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
Conservative	164 16%	164 100%	-	-	-	-	66 15%	113 54%	5 3%	6 5%	98 28%	66 21%
Labour	226 22%	-	226 100%	-	-	-	93 21%	5 2%	127 73%	25 19%	133 38%	93 29%
Liberal Democrat	73 7%	-	-	73 100%	-	-	45 10%	3 1%	1 1%	47 36%	28 8%	45 14%
SNP	18 2%	-	-	-	-	-	9 2%	-	2 1%	1 1%	9 3%	9 3%
Plaid Cymru	2 *	-	-	-	-	-	2 *	-	-	-	1 *	2 1%
The UK Independence Party	108 11%	-	-	-	108 100%	-	50 11%	36 17%	15 9%	9 7%	58 17%	50 15%
The Green Party	46 5%	-	-	-	-	-	31 7%	4 2%	1 1%	14 11%	15 4%	31 10%
The British National Party	11 1%	-	-	-	-	-	6 1%	1 1%	1 *	1 1%	6 2%	6 2%
Another party	23 2%	-	-	-	-	-	20 5%	4 2%	3 1%	6 5%	3 1%	20 6%
Would not vote	133 13%	-	-	-	-	-	-	3 2%	4 2%	5 4%	-	-
Refused	78 8%	-	-	-	-	78 39%	-	14 7%	4 2%	2 1%	-	-
Don't know	121 12%	-	-	-	-	121 61%	121 27%	26 12%	11 7%	15 11%	-	-

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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	488	253	235	41	65	75	80	98	128	190	119	66	112	130	119	120	63	55	407
Weighted base	480	236	244	54	67	77	81	81	120	146	139	96	98	128	118	115	62	57	399
Conservative	121 25%	63 27%	59 24%	7 13%	12 19%	16 21%	17 20%	17 21%	52 43%	40 27%	34 24%	22 22%	26 27%	36 28%	37 31%	21 19%	17 27%	10 17%	104 26%
Labour	164 34%	72 31%	92 38%	21 38%	28 42%	28 36%	28 35%	28 35%	31 26%	46 31%	57 41%	27 28%	35 36%	45 35%	38 32%	50 43%	16 25%	16 29%	142 36%
Liberal Democrat	54 11%	28 12%	26 11%	7 13%	4 6%	10 13%	6 7%	12 15%	15 12%	22 15%	19 14%	7 7%	6 7%	14 11%	13 11%	8 7%	10 15%	9 16%	43 11%
SNP	14 3%	7 3%	7 3%	1 2%	2 3%	3 3%	2 2%	5 6%	2 1%	5 3%	3 2%	1 1%	5 5%	- -	- -	- -	- -	14 24%	- -
Plaid Cymru	2 *	1 *	1 1%	- -	1 1%	1 1%	- -	1 1%	- -	1 1%	- -	- -	1 1%	- -	- -	- -	2 3%	- -	- -
The UK Independence Party	75 16%	40 17%	35 14%	5 9%	7 11%	13 16%	21 26%	13 16%	17 14%	15 11%	14 10%	27 29%	19 19%	20 15%	17 14%	25 22%	10 17%	3 6%	67 17%
The Green Party	29 6%	10 4%	19 8%	10 18%	7 10%	5 7%	3 4%	2 2%	3 2%	12 8%	11 8%	4 4%	2 3%	9 7%	7 6%	6 5%	5 8%	2 4%	27 7%
The British National Party	6 1%	5 2%	1 1%	2 4%	1 2%	- -	3 3%	- -	* *	* *	1 1%	3 3%	3 3%	2 2%	2 2%	* *	1 2%	1 2%	5 1%
Another party	13 3%	9 4%	4 2%	1 2%	4 6%	3 3%	3 4%	3 3%	1 1%	6 4%	2 2%	5 5%	1 1%	2 2%	4 4%	4 4%	1 2%	2 3%	12 3%

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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	488	118	188	48	71	-	205	128	154	70	283	205
Weighted base	480	121	164	54	75	-	208	137	124	84	272	208
Conservative	121	121	-	-	-	-	43	93	3	5	78	43
	25%	100%	-	-	-	-	21%	68%	3%	6%	29%	21%
Labour	164	-	164	-	-	-	62	5	103	20	103	62
	34%	-	100%	-	-	-	30%	3%	83%	24%	38%	30%
Liberal Democrat	54	-	-	54	-	-	31	2	1	38	23	31
	11%	-	-	100%	-	-	15%	2%	1%	46%	9%	15%
SNP	14	-	-	-	-	-	7	-	2	1	7	7
	3%	-	-	-	-	-	3%	-	1%	1%	3%	3%
Plaid Cymru	2	-	-	-	-	-	2	-	-	-	1	2
	*	-	-	-	-	-	1%	-	-	-	*	1%
The UK Independence Party	75	-	-	-	75	-	33	30	12	7	43	33
	16%	-	-	-	100%	-	16%	22%	10%	8%	16%	16%
The Green Party	29	-	-	-	-	-	19	3	1	10	11	19
	6%	-	-	-	-	-	9%	2%	1%	12%	4%	9%
The British National Party	6	-	-	-	-	-	2	1	1	1	4	2
	1%	-	-	-	-	-	1%	1%	*	1%	2%	1%
Another party	13	-	-	-	-	-	11	3	2	2	3	11
	3%	-	-	-	-	-	5%	2%	2%	3%	1%	5%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	27%
Labour	34%
Liberal Democrat/ Liberal	11%
Scottish National Party/SNP	3%
Plaid Cymru	*
The UK Independence Party	15%
The Green Party	6%
Other	4%

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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	670	349	321	63	107	106	110	124	160	250	159	101	160	180	170	161	90	69	566
Weighted base	672	333	339	85	112	111	111	102	151	193	189	148	141	179	172	156	94	70	568
Will definitely vote that way	350 52%	187 56%	163 48%	38 44%	37 33%	57 51%	59 53%	60 59%	99 66%	91 47%	104 55%	72 48%	83 58%	98 55%	85 49%	85 54%	46 49%	36 52%	296 52%
Might end up voting differently	322 48%	146 44%	176 52%	47 56%	74 67%	54 49%	52 47%	42 41%	52 34%	102 53%	85 45%	77 52%	59 42%	81 45%	88 51%	72 46%	48 51%	34 48%	273 48%

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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	670	158	255	65	98	-	311	156	190	91	359	311
Weighted base	672	164	226	73	108	-	322	166	155	111	350	322
Will definitely vote that way	350 52%	98 59%	133 59%	28 38%	58 54%	-	-	102 62%	103 67%	44 40%	350 100%	-
Might end up voting differently	322 48%	66 41%	93 41%	45 62%	50 46%	-	322 100%	64 38%	52 33%	66 60%	-	322 100%

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Table 6

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-David Cameron, the Prime Minister

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	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
NET: Any positive	392	206	186	43	57	64	50	51	128	126	91	86	89	116	100	87	59	30	338
	39%	42%	36%	37%	33%	37%	28%	34%	58%	45%	33%	40%	38%	42%	38%	37%	42%	34%	39%
75 to 100	111	54	58	9	13	15	14	18	42	28	26	28	29	30	24	27	19	11	88
	11%	11%	11%	8%	8%	9%	8%	12%	19%	10%	9%	13%	13%	11%	9%	11%	13%	13%	10%
50 to 74	138	68	70	11	20	25	15	18	48	48	39	27	24	43	40	25	21	8	123
	14%	14%	14%	9%	12%	15%	8%	12%	22%	17%	14%	12%	10%	16%	15%	11%	14%	10%	14%
25 to 49	76	47	29	11	13	12	7	10	22	25	13	23	15	19	26	18	9	4	70
	8%	10%	6%	10%	8%	7%	4%	7%	10%	9%	4%	11%	7%	7%	10%	8%	7%	4%	8%
1 to 24	67	38	29	11	10	12	14	5	15	25	14	9	20	24	9	17	10	7	57
	7%	8%	6%	9%	6%	7%	8%	4%	7%	9%	5%	4%	8%	9%	4%	7%	7%	7%	7%
Neutral	242	126	116	32	50	49	38	39	34	62	72	51	57	65	66	47	40	23	208
	24%	26%	23%	27%	29%	29%	21%	26%	15%	22%	26%	24%	24%	24%	25%	20%	28%	26%	24%
-1 to -24	36	15	21	-	8	6	10	8	4	13	9	6	8	5	10	12	5	4	30
	4%	3%	4%	-	5%	4%	5%	5%	2%	5%	3%	3%	3%	2%	4%	5%	4%	5%	3%
-25 to -49	17	5	12	3	6	1	4	2	1	9	7	-	1	6	4	5	2	-	17
	2%	1%	2%	3%	3%	1%	2%	2%	*	3%	3%	-	*	2%	1%	2%	1%	-	2%
-50 to -74	67	35	32	10	14	7	15	12	9	17	22	15	12	19	15	14	11	6	59
	7%	7%	6%	8%	8%	4%	8%	8%	4%	6%	8%	7%	5%	7%	6%	6%	8%	7%	7%
-75 to -100	252	106	146	29	36	42	62	37	45	51	77	57	67	63	66	72	25	25	216
	25%	22%	28%	25%	21%	25%	35%	25%	20%	18%	28%	27%	29%	23%	25%	30%	17%	28%	25%
NET: Any negative	371	160	211	42	64	57	90	59	59	89	116	79	87	93	95	103	43	36	321
	37%	33%	41%	36%	38%	34%	50%	40%	27%	32%	42%	36%	38%	34%	36%	43%	30%	40%	37%
Mean	-8.47	-4.46	-12.31	-13.04	-9.61	-8.20	-26.82	-10.70	10.91	0.57	-14.90	-8.68	-11.36	-5.06	-8.93	-15.55	0.29	-12.78	-8.88
Standard deviation	62.98	60.80	64.82	59.38	56.92	61.93	61.87	61.62	67.13	58.19	62.46	65.54	65.77	61.96	62.76	65.42	59.08	65.02	62.40
Standard error	1.99	2.70	2.90	6.44	4.38	4.91	4.60	4.61	4.41	3.05	4.05	5.46	4.08	3.73	3.88	4.21	4.99	7.01	2.12

The Ashcroft National Poll
CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 6

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-David Cameron, the Prime Minister

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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
NET: Any positive	392	144	55	34	45	78	187	159	45	42	153	142
	39%	88%	24%	46%	42%	39%	42%	76%	26%	32%	44%	44%
75 to 100	111	62	14	5	5	19	32	65	10	4	65	24
	11%	38%	6%	6%	4%	10%	7%	31%	6%	3%	19%	7%
50 to 74	138	46	18	12	18	36	76	58	11	19	41	56
	14%	28%	8%	17%	17%	18%	17%	28%	6%	14%	12%	17%
25 to 49	76	25	9	8	9	12	43	22	8	10	24	37
	8%	15%	4%	12%	8%	6%	10%	11%	5%	8%	7%	11%
1 to 24	67	11	13	9	13	12	37	14	16	9	22	26
	7%	7%	6%	12%	12%	6%	8%	7%	9%	6%	6%	8%
Neutral	242	12	47	20	19	73	122	22	29	21	42	75
	24%	7%	21%	27%	18%	37%	27%	11%	17%	16%	12%	23%
-1 to -24	36	1	14	2	5	3	23	5	9	11	10	20
	4%	*	6%	2%	5%	1%	5%	2%	5%	8%	3%	6%
-25 to -49	17	1	7	1	2	3	8	1	3	7	8	5
	2%	*	3%	1%	2%	2%	2%	1%	1%	5%	2%	2%
-50 to -74	67	4	22	6	4	10	28	7	20	15	32	22
	7%	2%	10%	9%	4%	5%	6%	3%	11%	11%	9%	7%
-75 to -100	252	2	81	11	32	32	76	14	69	37	106	58
	25%	1%	36%	15%	30%	16%	17%	7%	40%	28%	30%	18%
NET: Any negative	371	8	124	20	44	48	135	28	100	69	155	105
	37%	5%	55%	27%	41%	24%	30%	13%	58%	53%	44%	33%
Mean	-8.47	52.87	-29.56	0.84	-16.83	1.52	-1.59	38.75	-35.43	-21.40	-8.69	-1.91
Standard deviation	62.98	39.86	61.44	54.87	61.65	55.13	54.53	53.11	60.93	57.00	72.16	55.74
Standard error	1.99	3.17	3.85	6.81	6.23	3.82	2.60	3.75	4.15	5.51	3.81	3.16

The Ashcroft National Poll

CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 7

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Ed Miliband, the Labour leader

Base: All respondents

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
NET: Any positive	308	138	170	38	46	54	50	46	74	82	89	54	82	85	67	93	38	26	269
	31%	28%	33%	32%	27%	32%	28%	31%	33%	30%	32%	25%	35%	31%	26%	39%	27%	29%	31%
75 to 100	89	36	53	8	13	15	13	16	23	18	23	19	29	21	25	27	7	9	78
	9%	7%	10%	7%	8%	9%	7%	11%	10%	7%	8%	9%	12%	8%	10%	11%	5%	10%	9%
50 to 74	74	35	39	7	14	7	15	11	20	18	23	16	16	25	12	21	11	3	68
	7%	7%	8%	6%	8%	4%	9%	7%	9%	7%	8%	7%	7%	9%	5%	9%	8%	4%	8%
25 to 49	65	34	32	11	10	12	9	9	14	22	18	6	19	18	14	22	7	5	56
	7%	7%	6%	9%	6%	7%	5%	6%	6%	8%	6%	3%	8%	6%	5%	9%	5%	6%	6%
1 to 24	80	33	46	12	8	20	13	10	16	24	25	12	18	21	16	22	13	9	67
	8%	7%	9%	10%	5%	12%	7%	7%	7%	9%	9%	6%	8%	7%	6%	9%	9%	10%	8%
Neutral	299	145	153	43	70	59	49	33	44	75	87	71	65	77	88	61	47	27	259
	30%	30%	30%	37%	41%	35%	28%	22%	20%	27%	31%	33%	28%	28%	34%	25%	33%	30%	30%
-1 to -24	31	15	15	8	6	3	4	3	7	11	16	-	4	17	9	2	3	1	30
	3%	3%	3%	7%	4%	2%	2%	2%	3%	4%	6%	-	2%	6%	3%	1%	2%	1%	3%
-25 to -49	29	16	12	5	1	5	9	2	8	17	1	5	6	11	6	2	5	4	22
	3%	3%	2%	4%	*	3%	5%	1%	3%	6%	*	2%	3%	4%	2%	1%	4%	5%	2%
-50 to -74	95	56	39	8	17	16	12	20	23	30	26	18	22	27	22	22	15	9	84
	9%	11%	8%	7%	10%	9%	7%	13%	10%	11%	9%	8%	9%	10%	9%	9%	11%	10%	10%
-75 to -100	244	121	123	16	31	33	54	44	66	63	60	67	53	59	69	59	35	22	204
	24%	25%	24%	14%	18%	20%	30%	29%	30%	23%	21%	31%	23%	21%	26%	25%	25%	25%	23%
NET: Any negative	398	208	190	37	54	57	79	69	103	120	102	90	85	113	106	85	58	36	339
	40%	42%	37%	31%	32%	34%	44%	46%	47%	43%	37%	42%	37%	41%	41%	36%	41%	40%	39%
Mean	-14.41	-17.85	-11.12	-4.49	-9.17	-11.05	-20.84	-19.36	-17.81	-16.85	-10.70	-21.78	-9.10	-13.17	-17.27	-9.43	-18.58	-16.51	-13.44
Standard deviation	59.67	58.23	60.90	51.41	54.36	55.37	61.42	64.33	65.35	56.51	57.04	62.86	62.82	57.35	60.27	63.08	56.22	61.19	59.33
Standard error	1.88	2.59	2.73	5.58	4.18	4.39	4.57	4.81	4.29	2.97	3.70	5.24	3.90	3.45	3.72	4.06	4.75	6.60	2.01

The Ashcroft National Poll CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 7

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Ed Miliband, the Labour leader

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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
NET: Any positive	308 31%	38 23%	152 67%	24 32%	15 14%	38 19%	118 27%	27 13%	115 66%	50 38%	151 43%	97 30%
75 to 100	89 9%	4 3%	65 29%	2 2%	2 2%	5 2%	18 4%	4 2%	50 28%	4 3%	60 17%	18 6%
50 to 74	74 7%	6 4%	42 19%	5 7%	4 3%	7 4%	28 6%	4 2%	28 16%	11 8%	34 10%	25 8%
25 to 49	65 7%	9 5%	22 10%	8 11%	5 4%	12 6%	35 8%	10 5%	17 10%	16 12%	22 6%	28 9%
1 to 24	80 8%	19 12%	24 11%	8 11%	4 4%	14 7%	36 8%	10 5%	20 11%	18 14%	35 10%	25 8%
Neutral	299 30%	20 12%	46 21%	23 31%	27 25%	89 45%	157 35%	42 20%	32 18%	33 25%	53 15%	101 31%
-1 to -24	31 3%	3 2%	9 4%	4 5%	3 3%	2 1%	23 5%	7 3%	4 2%	9 7%	5 2%	21 7%
-25 to -49	29 3%	7 4%	3 1%	2 3%	4 4%	5 3%	16 4%	11 5%	3 2%	4 3%	10 3%	13 4%
-50 to -74	95 9%	26 16%	7 3%	13 18%	10 9%	24 12%	38 9%	30 14%	5 3%	13 10%	38 11%	26 8%
-75 to -100	244 24%	69 42%	9 4%	8 11%	49 45%	41 21%	92 21%	93 44%	16 9%	23 17%	93 27%	64 20%
NET: Any negative	398 40%	106 64%	27 12%	27 37%	65 61%	73 36%	169 38%	140 67%	28 16%	49 37%	146 42%	124 39%
Mean	-14.41	-43.76	36.51	-11.66	-44.48	-20.64	-15.55	-47.46	29.39	-10.38	-7.56	-12.24
Standard deviation	59.67	55.90	49.80	46.04	54.42	48.74	52.12	52.24	58.17	50.01	69.41	53.66
Standard error	1.88	4.45	3.12	5.71	5.50	3.38	2.48	3.68	3.96	4.83	3.66	3.04

The Ashcroft National Poll
CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 8

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Nick Clegg, the Liberal Democrat leader

Base: All respondents

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
NET: Any positive	219 22%	97 20%	123 24%	26 23%	35 21%	40 23%	32 18%	32 22%	54 24%	73 27%	63 23%	31 14%	52 22%	64 23%	50 19%	62 26%	26 18%	17 20%	190 22%
75 to 100	25 2%	8 2%	17 3%	1 1%	4 3%	3 2%	6 3%	4 3%	6 3%	4 2%	11 4%	4 2%	6 3%	3 1%	8 3%	10 4%	3 2%	1 1%	22 3%
50 to 74	80 8%	35 7%	45 9%	10 8%	14 8%	14 8%	11 6%	12 8%	20 9%	27 10%	23 8%	16 8%	13 6%	29 11%	17 7%	20 9%	7 5%	6 7%	72 8%
25 to 49	42 4%	20 4%	22 4%	8 7%	5 3%	6 3%	5 3%	3 2%	16 7%	12 4%	12 4%	5 2%	13 6%	11 4%	10 4%	10 4%	6 4%	6 6%	34 4%
1 to 24	72 7%	34 7%	39 8%	8 6%	12 7%	17 10%	11 6%	12 8%	12 5%	29 11%	18 7%	5 2%	19 8%	21 7%	15 6%	22 9%	11 8%	4 5%	63 7%
Neutral	324 32%	174 35%	150 29%	47 40%	61 36%	57 33%	60 34%	37 25%	62 28%	82 30%	87 31%	78 36%	76 33%	91 33%	86 33%	65 27%	55 39%	26 30%	284 33%
-1 to -24	43 4%	18 4%	25 5%	5 4%	13 7%	9 5%	1 1%	5 3%	10 5%	14 5%	13 5%	5 3%	11 5%	18 6%	12 5%	5 2%	5 4%	3 3%	38 4%
-25 to -49	23 2%	12 2%	11 2%	4 3%	3 2%	7 4%	2 1%	1 1%	5 2%	12 4%	7 2%	2 1%	2 1%	8 3%	5 2%	5 2%	5 3%	- -	23 3%
-50 to -74	95 9%	55 11%	40 8%	13 11%	19 11%	11 7%	17 10%	16 11%	18 8%	30 11%	33 12%	20 9%	12 5%	19 7%	35 14%	17 7%	17 12%	7 7%	81 9%
-75 to -100	301 30%	137 28%	165 32%	22 19%	40 23%	47 27%	65 37%	57 38%	72 32%	66 24%	76 27%	80 37%	79 34%	75 28%	72 28%	85 36%	34 24%	35 40%	252 29%
NET: Any negative	462 46%	221 45%	241 47%	44 37%	74 43%	74 43%	86 48%	79 53%	105 48%	122 44%	128 46%	107 50%	105 45%	120 44%	125 48%	111 47%	62 43%	45 50%	393 45%
Mean	-27.03	-27.49	-26.60	-18.40	-22.14	-24.02	-34.01	-34.55	-27.05	-21.52	-24.42	-35.17	-29.17	-23.94	-27.16	-28.37	-25.22	-35.60	-26.03
Standard deviation	54.25	51.72	56.62	47.36	51.38	51.83	56.39	57.63	56.78	50.42	54.89	55.55	55.97	52.39	53.23	59.52	48.29	57.24	54.00
Standard error	1.71	2.30	2.53	5.14	3.95	4.11	4.19	4.31	3.73	2.65	3.56	4.63	3.47	3.15	3.29	3.83	4.08	6.17	1.83

The Ashcroft National Poll
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Absolutes/col percents

Table 8

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Nick Clegg, the Liberal Democrat leader

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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
NET: Any positive	219	47	44	44	11	41	109	45	34	58	79	86
	22%	28%	19%	60%	10%	20%	25%	21%	19%	44%	23%	27%
75 to 100	25	2	7	10	1	2	12	3	4	10	11	10
	2%	1%	3%	13%	1%	1%	3%	1%	2%	8%	3%	3%
50 to 74	80	18	12	21	5	15	40	15	8	20	26	34
	8%	11%	5%	28%	5%	8%	9%	7%	4%	15%	7%	11%
25 to 49	42	14	8	5	2	7	19	13	4	11	19	16
	4%	9%	4%	6%	2%	3%	4%	6%	2%	9%	5%	5%
1 to 24	72	12	17	9	3	17	38	14	18	17	23	26
	7%	7%	8%	12%	3%	8%	9%	6%	10%	13%	7%	8%
Neutral	324	46	67	21	21	85	149	50	43	27	86	93
	32%	28%	30%	29%	19%	42%	34%	24%	25%	20%	25%	29%
-1 to -24	43	9	9	1	2	5	22	9	4	8	15	18
	4%	5%	4%	2%	2%	3%	5%	4%	2%	6%	4%	6%
-25 to -49	23	7	5	2	2	5	13	7	4	5	8	9
	2%	4%	2%	3%	2%	2%	3%	3%	3%	3%	2%	3%
-50 to -74	95	17	28	4	15	17	48	25	18	9	35	39
	9%	10%	12%	5%	14%	9%	11%	12%	10%	7%	10%	12%
-75 to -100	301	39	72	1	58	47	103	74	71	26	126	76
	30%	24%	32%	2%	54%	24%	23%	35%	41%	20%	36%	24%
NET: Any negative	462	71	115	8	76	74	186	114	98	47	185	142
	46%	43%	51%	11%	71%	37%	42%	54%	56%	36%	53%	44%
Mean	-27.03	-20.33	-31.47	23.50	-56.02	-21.12	-20.34	-33.72	-40.14	-5.93	-32.89	-20.21
Standard deviation	54.25	52.35	54.65	41.07	50.64	49.54	51.79	54.31	56.03	56.18	56.75	53.60
Standard error	1.71	4.16	3.42	5.09	5.12	3.43	2.47	3.83	3.81	5.43	3.00	3.04

The Ashcroft National Poll

CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 9

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Conservative Party

Base: All respondents

	Gender			Age						Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
NET: Any positive	338	185	153	37	46	55	45	43	112	115	84	72	67	94	86	77	55	25	291
	34%	38%	30%	32%	27%	32%	25%	29%	51%	41%	30%	33%	29%	34%	33%	32%	39%	29%	34%
75 to 100	91	41	50	5	7	13	12	12	43	27	27	11	26	21	28	18	12	11	74
	9%	8%	10%	4%	4%	8%	7%	8%	19%	10%	10%	5%	11%	8%	11%	8%	9%	13%	9%
50 to 74	133	82	51	15	22	22	15	19	41	44	28	41	20	43	34	23	25	8	114
	13%	17%	10%	13%	13%	13%	8%	13%	19%	16%	10%	19%	9%	16%	13%	10%	17%	9%	13%
25 to 49	48	30	18	4	6	8	11	5	14	17	12	11	8	12	11	14	11	-	46
	5%	6%	3%	3%	3%	5%	6%	4%	6%	6%	4%	5%	3%	4%	4%	6%	7%	-	5%
1 to 24	66	31	34	14	11	12	8	7	14	27	17	8	13	18	13	21	8	6	56
	7%	6%	7%	12%	6%	7%	5%	5%	6%	10%	6%	4%	5%	7%	5%	9%	5%	7%	6%
Neutral	284	140	144	43	67	49	51	37	38	67	80	65	73	85	71	61	44	23	250
	28%	28%	28%	36%	39%	29%	29%	25%	17%	24%	29%	30%	31%	31%	27%	26%	31%	26%	29%
-1 to -24	34	18	16	2	8	6	6	5	7	10	7	6	12	10	9	5	5	4	29
	3%	4%	3%	2%	5%	4%	3%	3%	3%	3%	2%	3%	5%	4%	4%	2%	4%	5%	3%
-25 to -49	22	7	15	3	4	2	4	1	6	9	9	2	1	9	7	2	2	2	19
	2%	1%	3%	3%	3%	1%	3%	1%	3%	3%	3%	1%	1%	3%	3%	1%	2%	2%	2%
-50 to -74	80	38	41	9	14	14	12	16	13	25	21	20	14	18	25	14	13	10	65
	8%	8%	8%	7%	8%	8%	7%	11%	6%	9%	8%	9%	6%	7%	9%	6%	9%	11%	8%
-75 to -100	248	104	144	23	31	44	59	46	45	52	78	52	66	58	64	79	23	24	213
	25%	21%	28%	19%	18%	26%	33%	31%	20%	19%	28%	24%	29%	21%	24%	33%	16%	27%	25%
NET: Any negative	383	167	216	37	58	66	82	68	71	96	115	80	93	95	105	100	44	40	327
	38%	34%	42%	32%	34%	39%	46%	46%	32%	34%	41%	37%	40%	35%	40%	42%	31%	45%	38%
Mean	-11.78	-6.68	-16.66	-11.25	-11.55	-14.04	-25.38	-20.92	6.59	-3.83	-16.56	-12.14	-15.19	-7.88	-11.66	-21.07	-1.05	-16.54	-11.89
Standard deviation	60.60	59.06	61.71	51.39	51.94	59.94	60.07	62.62	66.72	57.40	61.92	58.58	63.93	56.88	61.54	63.16	57.74	63.76	60.02
Standard error	1.91	2.63	2.76	5.57	4.00	4.75	4.46	4.68	4.38	3.01	4.01	4.88	3.96	3.42	3.80	4.07	4.88	6.88	2.04

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Absolutes/col percents

Table 9

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Conservative Party

Base: All respondents

	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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
NET: Any positive	338	146	40	29	32	57	162	152	29	37	132	129
	34%	89%	18%	39%	30%	29%	36%	73%	17%	28%	38%	40%
75 to 100	91	64	7	5	2	9	23	62	4	6	60	20
	9%	39%	3%	6%	2%	4%	5%	30%	2%	4%	17%	6%
50 to 74	133	66	7	8	15	29	72	63	10	10	43	58
	13%	40%	3%	11%	14%	14%	16%	30%	6%	8%	12%	18%
25 to 49	48	5	11	6	10	10	28	14	4	9	13	20
	5%	3%	5%	9%	10%	5%	6%	7%	2%	6%	4%	6%
1 to 24	66	11	14	9	5	10	38	13	11	13	15	32
	7%	7%	6%	13%	4%	5%	9%	6%	7%	10%	4%	10%
Neutral	284	11	44	22	26	91	141	29	27	26	54	82
	28%	7%	19%	30%	24%	46%	32%	14%	16%	20%	15%	25%
-1 to -24	34	2	9	2	7	6	17	6	8	6	11	11
	3%	1%	4%	3%	6%	3%	4%	3%	4%	4%	3%	4%
-25 to -49	22	1	10	*	7	-	9	5	5	6	13	9
	2%	1%	4%	*	6%	-	2%	3%	3%	5%	4%	3%
-50 to -74	80	1	27	9	11	16	44	6	18	22	25	35
	8%	1%	12%	13%	10%	8%	10%	3%	10%	17%	7%	11%
-75 to -100	248	2	96	11	25	28	71	11	87	35	116	55
	25%	1%	42%	16%	23%	14%	16%	5%	50%	26%	33%	17%
NET: Any negative	383	7	142	23	49	51	141	28	118	69	165	111
	38%	4%	63%	31%	46%	25%	32%	13%	68%	52%	47%	34%
Mean	-11.78	56.45	-42.82	-6.02	-18.96	-4.46	-5.48	38.82	-49.44	-24.03	-13.65	-5.66
Standard deviation	60.60	37.17	55.26	51.71	54.74	49.39	52.22	50.84	55.15	54.26	71.52	54.48
Standard error	1.91	2.96	3.46	6.41	5.53	3.42	2.49	3.59	3.75	5.25	3.77	3.09

The Ashcroft National Poll

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Absolutes/col percents

Table 10

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Labour Party

Base: All respondents

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
NET: Any positive	377	166	211	49	70	56	61	52	89	97	121	71	87	101	86	113	44	34	329
	38%	34%	41%	42%	41%	33%	34%	35%	40%	35%	43%	33%	38%	37%	33%	48%	31%	38%	38%
75 to 100	100	44	57	5	18	18	15	19	24	17	30	16	36	25	27	31	6	12	87
	10%	9%	11%	4%	11%	10%	9%	13%	11%	6%	11%	8%	16%	9%	10%	13%	4%	14%	10%
50 to 74	125	56	69	21	27	13	21	12	30	31	37	33	24	40	27	36	15	6	115
	12%	11%	13%	18%	16%	8%	12%	8%	13%	11%	13%	15%	11%	15%	10%	15%	11%	6%	13%
25 to 49	78	34	44	15	12	11	13	10	18	22	32	12	12	18	16	23	16	6	66
	8%	7%	9%	13%	7%	6%	7%	6%	8%	8%	12%	6%	5%	6%	6%	9%	11%	6%	8%
1 to 24	73	33	41	7	12	14	12	11	18	27	22	10	15	18	15	24	6	10	61
	7%	7%	8%	6%	7%	8%	7%	7%	8%	10%	8%	5%	6%	7%	6%	10%	4%	11%	7%
Neutral	284	142	142	40	63	64	47	33	36	75	82	57	69	89	77	47	48	23	247
	28%	29%	28%	34%	37%	38%	27%	22%	16%	27%	30%	26%	30%	32%	30%	20%	34%	26%	29%
-1 to -24	42	28	14	6	7	7	1	11	10	18	7	7	10	14	9	8	8	3	38
	4%	6%	3%	5%	4%	4%	*	8%	4%	7%	2%	3%	4%	5%	4%	3%	6%	3%	4%
-25 to -49	28	14	14	1	1	3	9	7	7	13	6	5	4	7	6	7	5	2	23
	3%	3%	3%	1%	*	2%	5%	5%	3%	5%	2%	2%	2%	3%	2%	3%	4%	2%	3%
-50 to -74	85	54	31	7	15	15	17	17	14	27	19	23	16	17	25	15	14	14	68
	8%	11%	6%	6%	9%	9%	9%	11%	7%	10%	7%	11%	7%	6%	10%	6%	10%	15%	8%
-75 to -100	190	88	102	14	15	25	44	28	64	46	44	53	47	47	58	48	24	14	161
	19%	18%	20%	12%	9%	15%	24%	19%	29%	17%	16%	24%	20%	17%	22%	20%	17%	16%	19%
NET: Any negative	344	184	161	28	38	50	70	63	96	105	75	88	76	85	98	78	51	32	291
	34%	37%	31%	24%	22%	29%	39%	43%	43%	38%	27%	41%	33%	31%	38%	33%	36%	36%	34%
Mean	-4.50	-7.30	-1.82	3.70	7.32	-1.95	-13.13	-6.50	-11.65	-7.32	2.26	-13.20	-1.15	-2.13	-9.04	0.75	-9.72	-4.20	-3.47
Standard deviation	58.49	56.81	59.99	49.37	51.71	53.58	61.17	59.51	66.43	53.71	56.64	60.42	63.24	56.37	59.96	62.54	51.63	59.28	58.31
Standard error	1.84	2.53	2.69	5.35	3.98	4.25	4.55	4.45	4.36	2.82	3.67	5.04	3.92	3.39	3.70	4.03	4.36	6.39	1.98

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Absolutes/col percents

Table 10

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Labour 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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
NET: Any positive	377 38%	35 22%	190 84%	24 33%	20 19%	47 24%	158 36%	31 15%	132 75%	58 44%	165 47%	136 42%
75 to 100	100 10%	1 *	82 36%	1 2%	- -	6 3%	14 3%	2 1%	64 36%	3 2%	75 21%	13 4%
50 to 74	125 12%	9 5%	67 30%	5 7%	6 6%	19 9%	59 13%	9 4%	39 23%	19 15%	44 13%	50 16%
25 to 49	78 8%	12 7%	22 10%	10 14%	9 8%	14 7%	51 12%	10 5%	18 10%	18 14%	20 6%	43 13%
1 to 24	73 7%	14 9%	19 8%	7 10%	5 5%	8 4%	34 8%	10 5%	11 6%	17 13%	27 8%	29 9%
Neutral	284 28%	32 19%	25 11%	25 34%	26 24%	94 47%	152 34%	39 18%	26 15%	32 24%	47 13%	90 28%
-1 to -24	42 4%	17 10%	4 2%	6 8%	1 1%	6 3%	24 5%	14 7%	3 2%	7 5%	13 4%	19 6%
-25 to -49	28 3%	4 3%	1 *	4 5%	12 11%	2 1%	12 3%	8 4%	2 1%	11 9%	13 4%	11 3%
-50 to -74	85 8%	22 13%	5 2%	10 14%	7 7%	20 10%	43 10%	29 14%	4 3%	11 9%	24 7%	32 10%
-75 to -100	190 19%	54 33%	2 1%	5 6%	41 38%	30 15%	53 12%	88 42%	7 4%	13 10%	88 25%	34 11%
NET: Any negative	344 34%	97 59%	12 5%	24 33%	62 57%	58 29%	132 30%	139 67%	17 10%	42 32%	138 39%	96 30%
Mean	-4.50	-34.25	52.74	-4.51	-38.95	-9.82	-3.43	-44.57	45.37	-0.56	0.52	0.46
Standard deviation	58.49	50.15	41.71	38.21	53.15	47.75	47.16	51.66	50.57	45.03	71.02	47.56
Standard error	1.84	3.99	2.61	4.74	5.37	3.31	2.25	3.64	3.44	4.35	3.75	2.70

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Absolutes/col percents

Table 11

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Liberal Democrats

Base: All respondents

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
NET: Any positive	223 22%	107 22%	116 23%	25 21%	34 20%	36 21%	31 17%	38 26%	58 26%	72 26%	65 23%	29 13%	56 24%	65 24%	46 18%	60 25%	29 21%	22 25%	191 22%
75 to 100	33 3%	14 3%	19 4%	2 2%	4 2%	5 3%	6 3%	9 6%	8 3%	8 3%	9 3%	7 3%	10 4%	7 3%	10 4%	9 4%	5 3%	2 2%	29 3%
50 to 74	67 7%	31 6%	35 7%	6 5%	13 7%	8 5%	11 6%	9 6%	20 9%	20 7%	14 5%	13 6%	19 8%	25 9%	13 5%	12 5%	8 6%	10 10%	57 7%
25 to 49	58 6%	30 6%	28 5%	14 12%	8 5%	8 5%	5 3%	8 6%	14 6%	21 8%	22 8%	5 2%	9 4%	17 6%	11 4%	18 7%	7 5%	5 6%	50 6%
1 to 24	65 6%	32 6%	33 7%	2 2%	9 5%	15 9%	9 5%	12 8%	17 8%	23 8%	20 7%	4 2%	19 8%	16 6%	12 5%	21 9%	10 7%	6 7%	56 6%
Neutral	358 36%	179 36%	179 35%	59 51%	74 43%	69 41%	62 35%	39 26%	55 25%	96 35%	102 37%	84 39%	75 32%	110 40%	102 39%	65 27%	57 40%	24 27%	317 37%
-1 to -24	49 5%	26 5%	24 5%	4 3%	11 7%	11 6%	5 3%	9 6%	9 4%	15 5%	13 4%	8 4%	14 6%	13 5%	15 6%	8 4%	6 4%	6 7%	42 5%
-25 to -49	26 3%	18 4%	8 2%	3 3%	2 1%	7 4%	4 2%	5 3%	6 3%	14 5%	3 1%	5 2%	5 2%	6 2%	6 2%	9 4%	4 3%	2 2%	24 3%
-50 to -74	79 8%	43 9%	36 7%	10 8%	19 11%	12 7%	15 8%	9 6%	15 7%	22 8%	26 9%	19 9%	12 5%	14 5%	24 9%	20 9%	15 10%	7 8%	66 8%
-75 to -100	269 27%	119 24%	151 29%	16 14%	31 18%	35 21%	62 35%	48 32%	77 35%	58 21%	70 25%	71 33%	70 30%	67 24%	68 26%	75 31%	32 22%	28 31%	226 26%
NET: Any negative	424 42%	205 42%	219 43%	33 28%	63 37%	64 38%	86 48%	71 48%	108 49%	108 39%	112 40%	103 48%	101 43%	100 36%	113 43%	113 47%	56 39%	42 48%	359 41%
Mean	-23.04	-21.75	-24.27	-11.37	-16.57	-18.40	-31.75	-25.60	-29.03	-17.05	-21.51	-31.96	-23.70	-18.47	-24.30	-27.78	-19.75	-25.98	-22.39
Standard deviation	53.42	51.87	54.88	44.06	48.05	48.62	55.93	57.68	58.59	49.87	52.50	54.49	56.71	51.64	53.07	56.28	50.24	56.60	53.10
Standard error	1.68	2.31	2.46	4.78	3.70	3.86	4.16	4.31	3.85	2.62	3.40	4.54	3.52	3.11	3.28	3.63	4.25	6.10	1.80

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Absolutes/col percents

Table 11

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Liberal Democrats

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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
NET: Any positive	223	40	44	58	10	35	111	40	34	60	85	88
	22%	24%	20%	79%	9%	18%	25%	19%	19%	46%	24%	27%
75 to 100	33	3	4	14	-	8	15	3	5	14	13	10
	3%	2%	2%	20%	-	4%	3%	1%	3%	10%	4%	3%
50 to 74	67	10	9	25	1	11	34	12	7	21	27	28
	7%	6%	4%	35%	1%	6%	8%	5%	4%	16%	8%	9%
25 to 49	58	12	16	9	4	6	30	11	9	13	22	26
	6%	8%	7%	12%	4%	3%	7%	5%	5%	10%	6%	8%
1 to 24	65	15	15	9	5	10	31	15	12	13	23	25
	6%	9%	7%	13%	5%	5%	7%	7%	7%	10%	7%	8%
Neutral	358	53	81	9	29	97	178	58	59	22	86	117
	36%	32%	36%	13%	26%	49%	40%	28%	34%	16%	25%	36%
-1 to -24	49	14	13	-	-	8	19	15	6	9	22	13
	5%	9%	6%	-	-	4%	4%	7%	4%	7%	6%	4%
-25 to -49	26	4	5	1	6	4	8	4	4	8	11	7
	3%	2%	2%	2%	5%	2%	2%	2%	2%	6%	3%	2%
-50 to -74	79	12	19	3	16	14	32	16	9	9	36	26
	8%	7%	9%	5%	15%	7%	7%	7%	5%	7%	10%	8%
-75 to -100	269	42	63	1	47	41	95	76	63	25	109	71
	27%	25%	28%	2%	44%	20%	21%	36%	36%	19%	31%	22%
NET: Any negative	424	72	101	6	69	67	154	111	82	50	179	117
	42%	44%	45%	8%	64%	33%	35%	53%	47%	38%	51%	36%
Mean	-23.04	-22.72	-26.69	36.49	-51.21	-17.05	-15.98	-34.85	-32.53	-2.85	-27.70	-16.28
Standard deviation	53.42	50.57	51.46	40.73	47.92	49.77	51.06	53.97	55.52	57.60	56.80	51.60
Standard error	1.68	4.02	3.22	5.05	4.84	3.45	2.43	3.81	3.78	5.57	3.00	2.93

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Absolutes/col percents

Table 12

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The UK Independence Party (UKIP)

Base: All respondents

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
NET: Any positive	285 28%	154 31%	131 25%	16 14%	49 28%	50 29%	58 33%	44 30%	67 30%	59 21%	63 23%	94 43%	68 29%	70 25%	77 30%	76 32%	46 32%	16 18%	251 29%
75 to 100	94 9%	45 9%	49 10%	6 5%	12 7%	20 12%	22 12%	13 9%	21 10%	15 5%	19 7%	32 15%	29 12%	19 7%	26 10%	29 12%	16 11%	5 5%	79 9%
50 to 74	86 9%	49 10%	38 7%	4 4%	21 12%	12 7%	18 10%	15 10%	16 7%	14 5%	21 8%	34 16%	17 7%	20 7%	26 10%	20 9%	14 10%	6 7%	76 9%
25 to 49	41 4%	25 5%	15 3%	2 2%	8 5%	4 2%	9 5%	4 3%	14 6%	12 4%	10 4%	10 5%	8 3%	12 4%	11 4%	9 4%	6 5%	2 2%	37 4%
1 to 24	63 6%	35 7%	28 6%	5 4%	8 4%	13 8%	9 5%	12 8%	16 7%	19 7%	12 4%	18 8%	14 6%	19 7%	14 5%	18 7%	9 6%	4 4%	59 7%
Neutral	294 29%	148 30%	146 28%	37 32%	54 32%	55 33%	49 27%	42 28%	57 26%	68 25%	80 29%	64 30%	82 35%	81 30%	77 29%	62 26%	40 28%	34 39%	246 28%
-1 to -24	27 3%	10 2%	17 3%	3 3%	4 2%	2 1%	3 2%	8 5%	7 3%	9 3%	6 2%	1 *	10 4%	2 1%	12 5%	7 3%	4 3%	2 2%	24 3%
-25 to -49	23 2%	11 2%	13 2%	3 3%	3 2%	3 2%	3 2%	4 2%	8 4%	10 4%	6 2%	3 1%	4 2%	8 3%	4 2%	6 2%	2 2%	3 3%	20 2%
-50 to -74	63 6%	32 7%	30 6%	15 13%	14 8%	10 6%	7 4%	4 3%	13 6%	24 9%	23 8%	8 4%	7 3%	18 6%	15 6%	15 6%	7 5%	7 8%	54 6%
-75 to -100	314 31%	137 28%	177 35%	42 36%	47 28%	50 30%	58 33%	46 31%	70 32%	106 38%	100 36%	47 22%	61 26%	95 35%	76 29%	73 31%	44 30%	27 30%	273 31%
NET: Any negative	427 42%	190 39%	237 46%	63 54%	68 40%	65 38%	71 40%	62 42%	97 44%	150 54%	136 49%	59 27%	82 35%	123 45%	107 41%	100 42%	57 40%	38 43%	370 43%
Mean	-19.62	-15.66	-23.41	-36.37	-16.98	-16.04	-15.02	-18.34	-20.09	-33.65	-28.77	0.94	-11.03	-26.09	-15.74	-16.61	-15.28	-26.05	-19.77
Standard deviation	63.39	61.84	64.68	55.71	61.30	64.55	67.28	62.36	64.61	59.35	61.90	64.54	62.80	61.73	63.26	65.98	65.85	56.57	63.44
Standard error	2.00	2.75	2.90	6.04	4.72	5.12	5.00	4.66	4.24	3.12	4.01	5.38	3.89	3.72	3.91	4.25	5.57	6.10	2.15

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Absolutes/col percents

Table 12

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The UK Independence Party (UKIP)

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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
NET: Any positive	285 28%	52 31%	39 17%	8 10%	100 93%	40 20%	134 30%	78 37%	44 25%	21 16%	108 31%	114 35%
75 to 100	94 9%	6 4%	13 6%	2 3%	44 41%	10 5%	38 9%	25 12%	15 8%	4 3%	43 12%	31 10%
50 to 74	86 9%	17 10%	8 4%	2 2%	36 34%	12 6%	46 10%	22 10%	12 7%	11 8%	30 8%	41 13%
25 to 49	41 4%	11 7%	9 4%	- -	12 11%	4 2%	24 5%	15 7%	8 5%	2 2%	13 4%	23 7%
1 to 24	63 6%	17 11%	8 4%	3 5%	8 7%	14 7%	27 6%	17 8%	8 5%	3 3%	23 7%	19 6%
Neutral	294 29%	41 25%	49 22%	22 29%	7 7%	93 47%	124 28%	59 28%	38 22%	27 20%	79 22%	65 20%
-1 to -24	27 3%	8 5%	8 3%	1 2%	- -	5 2%	15 3%	8 4%	5 3%	2 1%	10 3%	10 3%
-25 to -49	23 2%	6 4%	3 1%	1 1%	1 1%	6 3%	12 3%	7 4%	- -	5 3%	7 2%	8 3%
-50 to -74	63 6%	11 7%	22 10%	10 14%	- -	12 6%	30 7%	13 6%	13 8%	10 8%	24 7%	24 7%
-75 to -100	314 31%	46 28%	105 47%	31 43%	- -	44 22%	127 29%	43 20%	74 43%	68 52%	123 35%	100 31%
NET: Any negative	427 42%	71 44%	138 61%	44 60%	1 1%	66 33%	185 42%	72 34%	93 53%	85 64%	163 47%	143 44%
Mean	-19.62	-21.71	-42.85	-45.54	61.22	-16.54	-17.48	-5.62	-32.13	-47.55	-20.61	-17.41
Standard deviation	63.39	56.97	60.46	54.41	33.34	52.52	61.52	59.61	66.06	59.43	68.43	64.89
Standard error	2.00	4.53	3.79	6.75	3.37	3.64	2.93	4.20	4.50	5.75	3.61	3.68

The Ashcroft National Poll
CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 13

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Nigel Farage, the UKIP leader

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	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
NET: Any positive	258 26%	143 29%	116 23%	19 16%	33 19%	46 27%	48 27%	41 28%	73 33%	54 20%	61 22%	71 33%	72 31%	68 25%	69 27%	67 28%	43 30%	12 13%	224 26%
75 to 100	91 9%	43 9%	48 9%	4 3%	8 5%	19 11%	19 11%	12 8%	29 13%	17 6%	22 8%	28 13%	24 10%	20 7%	30 11%	27 11%	10 7%	5 5%	80 9%
50 to 74	75 8%	42 9%	34 7%	6 5%	11 7%	9 5%	17 10%	12 8%	20 9%	11 4%	21 8%	23 11%	20 8%	21 8%	19 7%	17 7%	15 10%	3 3%	64 7%
25 to 49	40 4%	22 5%	17 3%	4 3%	5 3%	9 5%	6 3%	7 5%	9 4%	14 5%	5 2%	9 4%	12 5%	11 4%	10 4%	6 3%	10 7%	2 3%	33 4%
1 to 24	52 5%	35 7%	16 3%	5 4%	8 5%	10 6%	6 3%	10 6%	14 6%	13 5%	12 4%	10 5%	16 7%	15 5%	10 4%	16 7%	8 6%	2 2%	47 5%
Neutral	310 31%	157 32%	153 30%	34 29%	57 34%	63 37%	57 32%	42 28%	57 26%	75 27%	79 28%	75 35%	82 35%	85 31%	81 31%	65 27%	42 30%	37 42%	263 30%
-1 to -24	31 3%	14 3%	17 3%	3 2%	6 4%	3 2%	4 2%	10 7%	5 2%	10 4%	8 3%	4 2%	9 4%	5 2%	10 4%	6 3%	7 5%	3 3%	26 3%
-25 to -49	18 2%	9 2%	10 2%	5 5%	3 2%	1 *	4 2%	- 2%	5 2%	6 2%	4 1%	5 2%	3 1%	5 2%	5 2%	3 1%	3 2%	2 3%	16 2%
-50 to -74	48 5%	25 5%	23 5%	6 5%	14 8%	7 4%	8 5%	7 5%	7 3%	18 7%	14 5%	9 4%	7 3%	17 6%	10 4%	11 4%	5 4%	5 6%	41 5%
-75 to -100	339 34%	143 29%	196 38%	51 44%	58 34%	51 30%	57 32%	48 32%	74 34%	113 41%	113 40%	52 24%	60 26%	94 34%	86 33%	87 36%	42 30%	29 33%	297 34%
NET: Any negative	436 43%	191 39%	245 48%	65 55%	81 47%	61 36%	73 41%	66 44%	91 41%	148 53%	139 50%	71 33%	79 34%	122 44%	111 43%	106 45%	58 40%	40 45%	381 44%
Mean	-22.28	-16.98	-27.36	-39.66	-29.24	-16.25	-18.00	-21.65	-16.21	-34.48	-31.11	-7.25	-11.14	-24.73	-19.33	-23.16	-17.23	-29.22	-22.78
Standard deviation	63.43	61.16	65.19	57.50	58.03	63.17	65.67	61.34	68.47	60.22	64.25	63.63	61.58	61.89	64.76	67.03	61.82	56.77	63.68
Standard error	2.00	2.72	2.92	6.24	4.46	5.01	4.88	4.58	4.50	3.16	4.16	5.30	3.82	3.73	4.00	4.32	5.22	6.12	2.16

The Ashcroft National Poll

CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 13

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Nigel Farage, the UKIP leader

Base: All respondents

	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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
NET: Any positive	258 26%	50 31%	37 16%	7 10%	93 86%	38 19%	115 26%	83 40%	39 22%	15 11%	113 32%	93 29%
75 to 100	91 9%	12 7%	11 5%	2 2%	46 43%	9 4%	33 7%	29 14%	14 8%	3 2%	48 14%	28 9%
50 to 74	75 8%	16 10%	7 3%	2 2%	30 27%	13 6%	39 9%	26 13%	9 5%	7 5%	30 9%	32 10%
25 to 49	40 4%	8 5%	7 3%	3 4%	9 9%	8 4%	24 6%	10 5%	7 4%	5 4%	11 3%	19 6%
1 to 24	52 5%	15 9%	11 5%	1 1%	7 7%	9 4%	18 4%	18 8%	10 5%	- -	24 7%	13 4%
Neutral	310 31%	45 28%	47 21%	21 28%	13 12%	93 47%	150 34%	60 28%	42 24%	24 18%	65 19%	87 27%
-1 to -24	31 3%	8 5%	9 4%	2 3%	- -	5 3%	17 4%	8 4%	5 3%	9 7%	12 4%	12 4%
-25 to -49	18 2%	2 1%	3 1%	2 3%	- -	4 2%	10 2%	1 *	2 1%	5 4%	4 1%	9 3%
-50 to -74	48 5%	8 5%	19 9%	4 5%	- -	11 5%	19 4%	10 5%	12 7%	8 6%	20 6%	15 5%
-75 to -100	339 34%	50 31%	111 49%	37 51%	3 2%	48 24%	133 30%	49 23%	74 42%	72 54%	135 39%	105 33%
NET: Any negative	436 43%	68 42%	142 63%	45 62%	3 2%	68 34%	179 40%	67 32%	93 53%	94 71%	172 49%	142 44%
Mean	-22.28	-20.13	-45.63	-48.71	56.72	-18.53	-19.06	-3.47	-33.40	-52.01	-22.21	-20.13
Standard deviation	63.43	61.55	59.56	54.78	42.68	52.85	60.14	63.77	64.37	55.91	71.05	63.44
Standard error	2.00	4.90	3.73	6.80	4.31	3.66	2.86	4.50	4.38	5.40	3.75	3.60

The Ashcroft National Poll

CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 14

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-George Osborne, the Chancellor

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	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
NET: Any positive	282 28%	161 33%	121 24%	22 19%	28 16%	43 25%	42 24%	43 29%	105 47%	94 34%	65 23%	56 26%	68 29%	87 32%	72 28%	59 25%	42 29%	23 26%	243 28%
75 to 100	65 6%	34 7%	31 6%	3 2%	6 3%	9 5%	6 3%	9 6%	33 15%	12 4%	17 6%	19 9%	18 8%	17 6%	15 6%	17 7%	10 7%	6 7%	54 6%
50 to 74	110 11%	64 13%	46 9%	6 5%	8 5%	16 9%	21 12%	19 13%	40 18%	35 13%	28 10%	25 11%	22 10%	36 13%	32 12%	18 8%	16 11%	8 9%	97 11%
25 to 49	45 4%	25 5%	20 4%	4 4%	5 3%	7 4%	8 4%	4 3%	17 8%	17 6%	9 3%	6 3%	12 5%	14 5%	13 5%	5 2%	6 4%	7 8%	35 4%
1 to 24	62 6%	39 8%	24 5%	9 8%	10 6%	11 6%	8 4%	11 7%	14 6%	30 11%	11 4%	7 3%	15 6%	19 7%	12 5%	18 8%	10 7%	2 3%	56 6%
Neutral	384 38%	176 36%	208 41%	66 56%	99 58%	64 38%	61 34%	40 27%	55 25%	100 36%	106 38%	86 40%	92 40%	102 37%	106 41%	80 34%	61 43%	35 39%	331 38%
-1 to -24	45 4%	23 5%	22 4%	4 4%	10 6%	9 6%	10 6%	6 4%	6 3%	12 4%	17 6%	7 3%	10 4%	12 4%	13 5%	12 5%	5 4%	3 3%	39 5%
-25 to -49	18 2%	7 1%	11 2%	1 1%	2 1%	6 3%	3 2%	3 2%	3 1%	6 2%	5 2%	5 2%	2 1%	7 2%	6 2%	1 1%	4 3%	- -	18 2%
-50 to -74	68 7%	39 8%	29 6%	4 4%	12 7%	11 6%	15 8%	16 11%	10 4%	19 7%	22 8%	18 8%	9 4%	18 6%	14 5%	20 8%	10 7%	7 8%	58 7%
-75 to -100	207 21%	84 17%	123 24%	19 17%	20 12%	37 22%	47 26%	40 27%	43 20%	46 17%	64 23%	44 21%	52 22%	49 18%	50 19%	66 28%	21 15%	21 23%	178 21%
NET: Any negative	338 34%	154 31%	184 36%	29 25%	44 25%	63 37%	75 42%	65 44%	62 28%	83 30%	108 39%	74 34%	73 31%	85 31%	83 32%	99 42%	40 28%	31 35%	294 34%
Mean	-11.00	-6.26	-15.55	-12.35	-8.98	-14.95	-20.78	-18.88	4.33	-7.01	-16.04	-10.79	-9.93	-7.09	-9.24	-20.73	-4.05	-13.35	-11.29
Standard deviation	54.66	53.85	55.10	44.13	41.83	53.40	55.10	59.23	62.49	50.84	54.40	56.95	57.03	53.27	52.77	57.56	52.09	57.94	54.20
Standard error	1.72	2.39	2.47	4.79	3.22	4.23	4.10	4.43	4.10	2.67	3.53	4.75	3.54	3.21	3.26	3.71	4.40	6.25	1.84

The Ashcroft National Poll CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 14

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-George Osborne, the Chancellor

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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
NET: Any positive	282	109	32	25	32	52	112	127	27	30	128	88
	28%	66%	14%	34%	29%	26%	25%	61%	16%	23%	36%	27%
75 to 100	65	30	4	2	8	13	16	42	4	1	39	11
	6%	18%	2%	3%	8%	6%	4%	20%	2%	1%	11%	4%
50 to 74	110	51	7	7	12	24	36	62	9	7	56	24
	11%	31%	3%	9%	11%	12%	8%	29%	5%	6%	16%	8%
25 to 49	45	13	8	7	5	8	28	15	7	11	12	24
	4%	8%	4%	9%	5%	4%	6%	7%	4%	8%	3%	7%
1 to 24	62	15	12	9	6	8	32	9	7	11	21	29
	6%	9%	5%	12%	6%	4%	7%	4%	4%	8%	6%	9%
Neutral	384	40	79	28	30	105	199	47	58	38	84	129
	38%	25%	35%	38%	28%	52%	45%	23%	33%	29%	24%	40%
-1 to -24	45	1	15	3	12	8	27	6	6	10	14	20
	4%	1%	7%	4%	11%	4%	6%	3%	4%	8%	4%	6%
-25 to -49	18	1	3	1	5	5	11	5	3	3	5	8
	2%	*	1%	1%	5%	3%	2%	2%	2%	2%	1%	2%
-50 to -74	68	5	26	6	6	10	38	9	18	19	23	32
	7%	3%	12%	8%	6%	5%	9%	4%	10%	14%	7%	10%
-75 to -100	207	8	70	11	23	20	56	15	62	32	96	45
	21%	5%	31%	15%	21%	10%	13%	7%	36%	24%	28%	14%
NET: Any negative	338	15	115	21	46	43	132	35	89	64	138	105
	34%	9%	51%	28%	43%	22%	30%	17%	51%	48%	40%	32%
Mean	-11.00	30.50	-33.03	-7.26	-11.82	-0.63	-7.80	26.78	-35.15	-24.40	-10.75	-9.37
Standard deviation	54.66	46.32	51.59	48.09	55.89	44.82	44.46	51.11	54.74	48.40	65.11	45.59
Standard error	1.72	3.68	3.23	5.96	5.65	3.11	2.12	3.60	3.72	4.68	3.44	2.59

The Ashcroft National Poll

CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 15

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Ed Balls, the Shadow Chancellor

Base: All respondents

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
NET: Any positive	231 23%	100 20%	131 25%	18 16%	33 19%	30 18%	31 18%	36 24%	82 37%	60 22%	71 25%	33 15%	67 29%	66 24%	50 19%	60 25%	30 21%	24 28%	197 23%
75 to 100	49 5%	19 4%	31 6%	2 1%	4 3%	7 4%	8 5%	7 4%	22 10%	7 2%	16 6%	10 4%	17 7%	9 3%	12 5%	15 6%	6 4%	8 9%	41 5%
50 to 74	72 7%	38 8%	34 7%	6 5%	7 4%	9 5%	5 3%	15 10%	30 14%	19 7%	20 7%	14 6%	19 8%	19 7%	17 6%	16 7%	12 9%	8 9%	60 7%
25 to 49	36 4%	18 4%	19 4%	5 4%	6 3%	3 2%	8 5%	3 2%	11 5%	10 4%	10 4%	1 1%	15 6%	13 5%	7 3%	10 4%	3 2%	4 4%	32 4%
1 to 24	73 7%	25 5%	48 9%	6 9%	16 9%	12 7%	10 5%	11 8%	19 9%	25 9%	24 9%	8 4%	16 7%	25 9%	14 5%	20 8%	9 6%	5 5%	65 7%
Neutral	425 42%	203 41%	222 43%	77 66%	96 56%	82 48%	66 37%	48 33%	55 25%	110 40%	116 42%	103 48%	96 41%	119 43%	120 46%	89 37%	66 46%	32 36%	374 43%
-1 to -24	52 5%	31 6%	21 4%	12 10%	10 6%	8 5%	6 3%	7 5%	9 4%	21 8%	14 5%	9 4%	8 3%	16 6%	13 5%	12 5%	9 7%	2 2%	44 5%
-25 to -49	20 2%	12 2%	8 1%	- -	1 1%	4 2%	4 2%	4 3%	6 3%	5 2%	4 1%	7 3%	4 2%	8 3%	6 2%	3 1%	2 2%	- -	19 2%
-50 to -74	74 7%	47 10%	27 5%	1 1%	10 6%	15 9%	15 9%	19 13%	14 6%	28 10%	20 7%	13 6%	13 5%	17 6%	21 8%	15 6%	9 6%	11 13%	60 7%
-75 to -100	204 20%	99 20%	105 21%	9 8%	21 12%	30 18%	56 31%	34 23%	55 25%	53 19%	55 20%	52 24%	45 19%	48 17%	50 19%	60 25%	27 19%	19 22%	173 20%
NET: Any negative	349 35%	189 38%	160 31%	21 18%	42 24%	57 34%	81 46%	64 43%	84 38%	107 39%	92 33%	80 37%	70 30%	89 32%	91 35%	90 38%	47 33%	32 37%	296 34%
Mean	-14.83	-17.18	-12.58	-3.59	-8.84	-15.47	-28.99	-19.63	-10.27	-17.77	-12.88	-19.52	-9.29	-12.99	-15.87	-17.25	-13.51	-13.06	-14.61
Standard deviation	51.98	50.70	53.12	32.36	40.91	48.42	55.78	55.04	62.13	47.90	52.18	53.24	54.83	47.94	49.77	56.76	50.40	59.73	51.22
Standard error	1.64	2.25	2.38	3.51	3.15	3.84	4.15	4.11	4.08	2.51	3.38	4.44	3.40	2.89	3.07	3.66	4.26	6.44	1.74

The Ashcroft National Poll
CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 15

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Ed Balls, the Shadow Chancellor

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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
NET: Any positive	231 23%	40 24%	87 39%	19 26%	16 15%	37 18%	81 18%	41 19%	68 39%	42 32%	119 34%	61 19%
75 to 100	49 5%	5 3%	27 12%	6 9%	2 2%	4 2%	8 2%	6 3%	24 14%	5 4%	35 10%	7 2%
50 to 74	72 7%	15 9%	26 11%	5 6%	4 3%	15 7%	24 5%	15 7%	20 12%	14 10%	36 10%	15 5%
25 to 49	36 4%	6 3%	10 4%	4 5%	6 5%	8 4%	17 4%	10 5%	9 5%	6 4%	17 5%	12 4%
1 to 24	73 7%	14 8%	25 11%	5 6%	5 5%	10 5%	32 7%	10 5%	15 9%	18 14%	31 9%	27 8%
Neutral	425 42%	46 28%	93 41%	28 38%	36 33%	110 55%	217 49%	61 29%	65 37%	43 33%	100 29%	145 45%
-1 to -24	52 5%	10 6%	11 5%	6 8%	6 5%	6 3%	30 7%	13 6%	7 4%	11 8%	17 5%	26 8%
-25 to -49	20 2%	3 2%	3 1%	2 3%	5 4%	7 3%	9 2%	7 4%	1 1%	3 2%	6 2%	7 2%
-50 to -74	74 7%	21 13%	10 4%	8 11%	7 7%	11 6%	35 8%	21 10%	12 7%	14 11%	30 9%	29 9%
-75 to -100	204 20%	45 27%	22 10%	10 14%	38 35%	29 15%	71 16%	66 32%	21 12%	18 14%	77 22%	54 17%
NET: Any negative	349 35%	79 48%	46 20%	26 36%	56 52%	53 26%	146 33%	108 52%	41 24%	46 35%	130 37%	116 36%
Mean	-14.83	-25.76	7.15	-8.77	-33.76	-11.45	-14.87	-30.05	6.20	-9.45	-9.91	-15.93
Standard deviation	51.98	55.30	51.08	49.28	53.23	44.56	43.90	55.01	55.53	46.81	60.49	44.54
Standard error	1.64	4.40	3.20	6.11	5.38	3.09	2.09	3.88	3.78	4.53	3.19	2.53

The Ashcroft National Poll
CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 16

Q6. When it comes to the future of Britain and the way it is governed over the next few years, which of the following statements comes closest to your view - even if neither sums up exactly what you think?

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	1005	506	499	85	169	159	181	179	232	363	238	144	260	276	262	241	140	86	868
Weighted base	1005	492	513	117	171	170	178	148	221	277	279	216	233	274	261	238	143	89	867
Things have been difficult for a few years but the right decisions are being made, even if they are not always popular, and we need to continue on the path and see things through.	490 49%	266 54%	224 44%	58 50%	83 49%	83 49%	72 40%	72 48%	121 55%	167 60%	122 44%	116 54%	84 36%	142 52%	128 49%	100 42%	76 53%	43 48%	417 48%
The decisions that have been made over the last few years have made things in Britain worse, not better, and we need a radical change of direction.	515 51%	226 46%	290 56%	59 50%	87 51%	87 51%	107 60%	76 52%	100 45%	110 40%	156 56%	100 46%	148 64%	133 48%	133 51%	138 58%	66 47%	46 52%	450 52%

The Ashcroft National Poll
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Absolutes/col percents

Table 16

Q6. When it comes to the future of Britain and the way it is governed over the next few years, which of the following statements comes closest to your view - even if neither sums up exactly what you think?

Base: All respondents

	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	1005	158	255	65	98	208	441	201	216	107	359	311
Weighted base	1005	164	226	73	108	200	443	209	174	132	350	322
Things have been difficult for a few years but the right decisions are being made, even if they are not always popular, and we need to continue on the path and see things through.	490 49%	148 90%	66 29%	50 68%	37 34%	109 55%	237 54%	163 78%	51 29%	67 51%	168 48%	172 54%
The decisions that have been made over the last few years have made things in Britain worse, not better, and we need a radical change of direction.	515 51%	16 10%	160 71%	23 32%	71 66%	90 45%	206 46%	46 22%	124 71%	65 49%	182 52%	150 46%

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	1005	1005
Weighted base	1005	1005
Yes	591 59%	613 61%
No	414 41%	392 39%

The Ashcroft National Poll
CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1005	1005
Weighted base	1005	1005
NET: Owners	636 63%	653 65%
Owned outright - without mortgage	320 32%	332 33%
Owned with a mortgage or loan	316 31%	321 32%
NET: Renters	345 34%	332 33%
Rented from the council	118 12%	141 14%
Rented from a housing association	82 8%	68 7%
Rented from someone else	145 14%	123 12%
Rent free	24 2%	20 2%

The Ashcroft National Poll
CATI Fieldwork : 4th - 6th July 2014

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	1005	1005
Weighted base	1005	1005
None	226 22%	211 21%
1	418 42%	422 42%
2	266 26%	281 28%
3+	95 9%	90 9%
Mean	1.28	1.29
Standard deviation	1.04	1.02
Standard error	0.03	0.03

The Ashcroft National Poll
CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 20
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1005	1005
Weighted base	1005	1005
NET: Working	568 57%	563 56%
Working full time - working 30 hours per week or more	424 42%	442 44%
Working part time - working between 8 and 29 hours per week	144 14%	121 12%
NET: Not Working	437 43%	442 44%
Not working but seeking work or temporarily unemployed or sick	68 7%	72 7%
Not working and not seeking work/ student	68 7%	84 8%
Retired on a state pension only	108 11%	100 10%
Retired with a private pension	157 16%	149 15%
House person, housewife, househusband, etc.	36 4%	36 4%

The Ashcroft National Poll
CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 21
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1005	1005
Weighted base	1005	1005
NET: AB	363 36%	269 27%
A	105 10%	81 8%
B	258 26%	188 19%
C1	238 24%	279 28%
C2	144 14%	219 22%
D	109 11%	101 10%
E	151 15%	138 14%
NET: DE	260 26%	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	1005	1005
Weighted base	1005	1005
18-24	85 8%	119 12%
25-34	169 17%	169 17%
35-44	159 16%	169 17%
45-54	181 18%	179 18%
55-64	179 18%	149 15%
65 or older	232 23%	219 22%
Average age	48.66	47.02

The Ashcroft National Poll
CATI Fieldwork : 4th - 6th July 2014

Absolutes/col percents

Table 23
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1005	1005
Weighted base	1005	1005
Male	506 50%	492 49%
Female	499 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	1005	1005
Weighted base	1005	1005
Scotland	86 9%	90 9%
North East	44 4%	40 4%
North West	111 11%	111 11%
Yorkshire & Humberside	86 9%	90 9%
West Midlands	88 9%	90 9%
East Midlands	77 8%	70 7%
Wales	51 5%	50 5%
Eastern	97 10%	101 10%
London	131 13%	131 13%
South East	145 14%	141 14%
South West	89 9%	90 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	1005	1005
Weighted base	1005	1005
Conservative	201 20%	209 21%
Labour	216 21%	174 17%
Liberal Democrat	107 11%	132 13%
Another party	61 6%	56 6%
Didn't vote	319 32%	340 34%
Refused	64 6%	58 6%
Don't know	37 4%	34 3%