

The Ashcroft National Poll
CATI Fieldwork : 18th - 20th 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	1007	504	503	84	157	174	215	184	193	338	207	218	244	270	256	253	141	87	869	
Weighted base	1007	494	513	119	169	169	178	150	221	271	279	219	238	272	263	242	142	88	869	
Absolutely certain to vote	(10)	546 54%	270 55%	275 54%	39 33%	70 41%	89 53%	100 56%	98 65%	150 68%	171 63%	155 55%	104 47%	116 49%	146 54%	146 56%	118 49%	81 57%	54 61%	463 53%
	(9)	57 6%	28 6%	28 6%	6 5%	12 7%	5 3%	8 4%	14 9%	12 5%	10 4%	13 5%	13 6%	20 9%	13 5%	14 5%	16 7%	4 3%	9 10%	45 5%
	(8)	72 7%	28 6%	44 9%	11 9%	18 11%	10 6%	12 7%	4 3%	17 8%	23 9%	12 8%	13 5%	13 5%	18 7%	19 7%	19 8%	12 9%	3 4%	62 7%
	(7)	43 4%	22 4%	21 4%	12 10%	7 4%	10 6%	4 2%	5 3%	5 2%	10 4%	9 3%	14 6%	10 4%	18 7%	8 3%	9 4%	5 3%	3 3%	39 5%
	(6)	37 4%	14 3%	24 5%	13 11%	4 2%	6 4%	5 3%	2 1%	8 3%	8 3%	10 3%	3 1%	16 7%	11 4%	8 3%	10 4%	6 4%	3 3%	33 4%
	(5)	60 6%	27 5%	33 6%	7 6%	16 9%	12 7%	9 5%	7 5%	9 4%	14 5%	18 6%	14 6%	14 6%	17 6%	15 6%	17 7%	9 6%	2 2%	55 6%
	(4)	16 2%	8 2%	7 1%	3 2%	4 2%	5 3%	2 1%	2 1%	- -	4 2%	4 1%	5 2%	2 1%	3 1%	6 2%	5 2%	1 1%	1 1%	15 2%
	(3)	18 2%	6 1%	12 2%	1 1%	9 5%	2 1%	1 *	4 2%	2 1%	8 3%	3 1%	4 2%	4 2%	4 2%	5 2%	3 1%	5 3%	1 1%	16 2%
	(2)	19 2%	12 2%	7 1%	4 3%	4 3%	3 2%	6 3%	1 1%	1 *	4 2%	8 3%	6 3%	1 *	7 2%	4 2%	8 3%	- -	- -	19 2%
Definitely would not vote	(1)	132 13%	74 15%	58 11%	25 21%	23 14%	26 15%	31 17%	14 9%	13 6%	15 6%	34 12%	43 20%	39 16%	34 12%	35 13%	33 14%	17 12%	13 15%	115 13%
Don't know		7 1%	4 1%	3 1%	- -	3 2%	- -	- -	- -	4 2%	1 *	3 1%	1 1%	2 1%	2 1%	1 *	1 1%	3 2%	- -	7 1%
Mean		7.66	7.56	7.75	6.41	7.05	7.37	7.45	8.36	8.73	8.35	7.73	6.99	7.41	7.66	7.67	7.40	7.83	8.07	7.59
Standard deviation		3.27	3.41	3.14	3.47	3.37	3.41	3.56	2.93	2.49	2.73	3.26	3.64	3.38	3.23	3.31	3.35	3.19	3.25	3.29
Standard error		0.10	0.15	0.14	0.38	0.27	0.26	0.24	0.22	0.18	0.15	0.23	0.25	0.22	0.20	0.21	0.21	0.27	0.35	0.11

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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	1007	190	263	49	125	138	437	218	208	138	403	343	
Weighted base	1007	196	253	55	125	133	443	223	187	141	389	353	
Absolutely certain to vote	(10)	546	127	161	28	85	76	224	167	138	95	284	185
		54%	65%	64%	52%	69%	57%	51%	75%	74%	68%	73%	52%
	(9)	57	14	21	5	5	2	31	13	15	8	26	29
		6%	7%	8%	8%	4%	1%	7%	6%	8%	6%	7%	8%
	(8)	72	9	23	7	12	13	43	15	14	11	26	33
		7%	5%	9%	12%	9%	10%	10%	7%	8%	8%	7%	9%
	(7)	43	13	14	-	5	4	32	6	6	6	11	28
		4%	6%	6%	-	4%	3%	7%	3%	3%	5%	3%	8%
	(6)	37	11	9	5	2	8	30	4	3	1	6	23
		4%	6%	3%	9%	1%	6%	7%	2%	2%	*	2%	7%
	(5)	60	13	13	6	7	12	40	7	2	5	18	30
		6%	7%	5%	10%	5%	9%	9%	3%	1%	4%	5%	8%
	(4)	16	2	3	2	3	3	12	1	1	3	4	9
		2%	1%	1%	4%	2%	2%	3%	*	*	2%	1%	3%
	(3)	18	4	4	3	1	5	13	2	1	2	6	8
		2%	2%	2%	5%	1%	4%	3%	1%	1%	2%	1%	2%
	(2)	19	3	4	-	5	3	11	3	2	2	8	8
		2%	1%	2%	-	4%	2%	2%	1%	1%	1%	2%	2%
Definitely would not vote	(1)	132	-	-	-	-	-	-	4	3	6	-	-
		13%	-	-	-	-	-	-	2%	2%	4%	-	-
Don't know		7	-	-	-	-	7	7	-	1	1	-	-
		1%	-	-	-	-	6%	2%	-	1%	1%	-	-
Mean		7.66	8.78	8.85	8.23	8.81	8.38	8.21	9.11	9.21	8.73	9.10	8.31
Standard deviation		3.27	2.02	1.94	2.31	2.19	2.35	2.31	1.98	1.83	2.42	1.88	2.24
Standard error		0.10	0.15	0.12	0.33	0.20	0.20	0.11	0.13	0.13	0.21	0.09	0.12

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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	1007	504	503	84	157	174	215	184	193	338	207	218	244	270	256	253	141	87	869
Weighted base	1007	494	513	119	169	169	178	150	221	271	279	219	238	272	263	242	142	88	869
Conservative	196 19%	98 20%	98 19%	19 16%	31 19%	22 13%	29 16%	33 22%	63 28%	71 26%	51 18%	33 15%	41 17%	52 19%	60 23%	49 20%	25 18%	9 11%	182 21%
Labour	253 25%	109 22%	144 28%	32 27%	47 28%	44 26%	40 22%	36 24%	54 25%	70 26%	81 29%	49 22%	53 22%	79 29%	59 23%	56 23%	32 22%	27 31%	206 24%
Liberal Democrat	55 5%	30 6%	25 5%	6 5%	12 7%	8 5%	3 2%	10 6%	16 7%	16 6%	17 6%	8 4%	14 6%	12 4%	21 8%	12 5%	7 5%	3 4%	48 6%
SNP	14 1%	3 1%	11 2%	- -	3 2%	5 3%	2 1%	4 2%	1 *	4 2%	3 1%	2 1%	5 2%	- -	- -	- -	- -	14 16%	- -
Plaid Cymru	3 *	1 *	2 *	- -	1 1%	- -	1 *	1 1%	- -	1 *	1 *	- -	1 *	- -	- -	- -	3 2%	- -	- -
The UK Independence Party	125 12%	74 15%	51 10%	6 5%	14 9%	16 10%	28 16%	22 15%	37 17%	18 7%	36 13%	38 17%	33 14%	35 13%	34 13%	35 14%	19 14%	2 2%	116 13%
The Green Party	59 6%	30 6%	29 6%	12 10%	12 7%	16 9%	7 4%	6 4%	6 3%	24 9%	17 6%	9 4%	9 4%	12 5%	14 5%	16 6%	11 8%	6 7%	52 6%
The British National Party	8 1%	3 1%	5 1%	- -	1 *	4 2%	1 1%	2 1%	- -	2 1%	- -	3 2%	3 1%	1 *	2 1%	3 1%	1 1%	- -	7 1%
Another party	30 3%	16 3%	14 3%	7 6%	4 3%	6 3%	7 4%	3 2%	3 2%	9 3%	5 2%	6 3%	10 4%	8 3%	9 4%	11 5%	2 1%	- -	30 3%
Would not vote	132 13%	74 15%	58 11%	25 21%	23 14%	26 15%	31 17%	14 9%	13 6%	15 6%	34 12%	43 20%	39 16%	34 12%	35 13%	33 14%	17 12%	13 15%	115 13%
Refused	43 4%	20 4%	23 5%	4 4%	6 3%	8 5%	7 4%	7 5%	11 5%	14 5%	11 4%	6 3%	12 5%	16 6%	5 2%	10 4%	7 5%	5 6%	38 4%
Don't know	90 9%	37 7%	53 10%	8 7%	14 8%	14 8%	23 13%	13 9%	18 8%	28 10%	23 8%	21 10%	19 8%	23 8%	23 9%	18 7%	17 12%	9 11%	75 9%

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

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	1007	190	263	49	125	138	437	218	208	138	403	343
Weighted base	1007	196	253	55	125	133	443	223	187	141	389	353
Conservative	196 19%	196 100%	-	-	-	-	86 19%	138 62%	6 3%	14 10%	110 28%	86 24%
Labour	253 25%	-	253 100%	-	-	-	104 23%	6 3%	138 74%	29 20%	149 38%	104 29%
Liberal Democrat	55 5%	-	-	55 100%	-	-	32 7%	1 *	2 1%	36 25%	23 6%	32 9%
SNP	14 1%	-	-	-	-	-	6 1%	-	3 2%	1 1%	8 2%	6 2%
Plaid Cymru	3 *	-	-	-	-	-	-	-	-	-	3 1%	-
The UK Independence Party	125 12%	-	-	-	125 100%	-	53 12%	39 17%	11 6%	9 6%	72 18%	53 15%
The Green Party	59 6%	-	-	-	-	-	47 11%	4 2%	3 2%	22 15%	12 3%	47 13%
The British National Party	8 1%	-	-	-	-	-	3 1%	1 *	2 1%	-	5 1%	3 1%
Another party	30 3%	-	-	-	-	-	23 5%	6 3%	5 3%	8 6%	7 2%	23 7%
Would not vote	132 13%	-	-	-	-	-	-	4 2%	3 2%	6 4%	-	-
Refused	43 4%	-	-	-	-	43 32%	-	5 2%	4 2%	-	-	-
Don't know	90 9%	-	-	-	-	90 68%	90 20%	19 9%	9 5%	18 13%	-	-

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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	541	273	269	35	73	89	107	113	124	197	114	106	126	140	146	131	72	53	459
Weighted base	534	263	271	48	81	83	88	93	141	157	154	104	119	140	148	123	72	50	455
Conservative	142 26%	69 26%	72 27%	10 21%	18 22%	14 17%	22 25%	28 31%	49 35%	55 35%	35 23%	22 22%	29 25%	37 26%	44 30%	35 29%	17 23%	8 17%	130 29%
Labour	186 35%	83 32%	104 38%	20 41%	34 42%	29 35%	30 34%	29 32%	44 31%	51 33%	62 41%	34 33%	39 33%	55 39%	46 31%	38 31%	23 33%	23 46%	149 33%
Liberal Democrat	35 7%	21 8%	14 5%	4 7%	7 8%	6 7%	3 3%	7 7%	10 7%	11 7%	12 8%	6 6%	6 5%	9 6%	15 10%	4 3%	6 8%	2 4%	31 7%
SNP	11 2%	3 1%	8 3%	- -	2 3%	3 4%	2 2%	3 3%	1 *	4 2%	1 1%	2 2%	4 3%	- -	- -	- -	- -	11 21%	- -
Plaid Cymru	2 *	1 *	1 *	- -	1 1%	- -	1 1%	1 1%	- -	1 *	1 1%	- -	1 1%	- -	- -	- -	2 3%	- -	- -
The UK Independence Party	92 17%	52 20%	40 15%	6 12%	8 10%	12 14%	19 22%	17 18%	30 21%	13 8%	27 17%	27 26%	25 21%	28 20%	26 18%	25 20%	12 17%	1 2%	86 19%
The Green Party	41 8%	22 8%	19 7%	6 13%	7 9%	12 14%	5 6%	6 6%	5 3%	15 10%	13 8%	6 6%	7 6%	7 5%	9 6%	11 9%	9 13%	5 10%	34 8%
The British National Party	4 1%	1 1%	3 1%	- -	* *	3 3%	1 1%	* *	- -	1 1%	- -	2 2%	1 1%	* *	1 1%	2 2%	1 1%	- -	4 1%
Another party	21 4%	11 4%	10 4%	3 6%	3 4%	5 6%	5 6%	1 1%	3 2%	6 4%	3 2%	4 4%	8 6%	4 3%	8 5%	7 6%	2 2%	- -	21 5%

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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	541	139	194	32	92	-	229	153	153	91	313	229
Weighted base	534	142	186	35	92	-	232	157	138	92	302	232
Conservative	142	142	-	-	-	-	55	112	4	10	86	55
	26%	100%	-	-	-	-	24%	72%	3%	11%	29%	24%
Labour	186	-	186	-	-	-	70	5	112	25	117	70
	35%	-	100%	-	-	-	30%	3%	81%	27%	39%	30%
Liberal Democrat	35	-	-	35	-	-	18	1	2	28	17	18
	7%	-	-	100%	-	-	8%	*	1%	30%	6%	8%
SNP	11	-	-	-	-	-	5	-	3	1	5	5
	2%	-	-	-	-	-	2%	-	2%	1%	2%	2%
Plaid Cymru	2	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	-	-	-	-	-	-	1%	-
The UK Independence Party	92	-	-	-	92	-	34	31	9	7	58	34
	17%	-	-	-	100%	-	15%	20%	7%	8%	19%	15%
The Green Party	41	-	-	-	-	-	33	4	3	16	8	33
	8%	-	-	-	-	-	14%	2%	2%	18%	3%	14%
The British National Party	4	-	-	-	-	-	1	1	1	-	3	1
	1%	-	-	-	-	-	*	*	*	-	1%	*
Another party	21	-	-	-	-	-	16	3	5	5	4	16
	4%	-	-	-	-	-	7%	2%	3%	6%	1%	7%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	27%
Labour	35%
Liberal Democrat/ Liberal	7%
Scottish National Party/SNP	2%
Plaid Cymru	*
The UK Independence Party	17%
The Green Party	7%
Other	5%

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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	746	373	373	59	116	128	144	141	158	265	156	149	176	197	196	189	100	64	643
Weighted base	742	364	378	82	126	120	118	116	180	214	211	149	168	199	201	181	100	61	642
Will definitely vote that way	389	196	193	18	44	50	71	76	130	105	108	80	97	94	121	99	46	30	339
	52%	54%	51%	22%	34%	42%	60%	65%	72%	49%	51%	54%	58%	47%	60%	55%	46%	49%	53%
Might end up voting differently	353	168	185	64	83	70	47	40	50	109	104	69	71	105	80	82	54	31	303
	48%	46%	49%	78%	66%	58%	40%	35%	28%	51%	49%	46%	42%	53%	40%	45%	54%	51%	47%

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Table 5

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

Base: All naming a party they would vote for tomorrow

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	746	190	263	49	125	-	343	189	191	115	403	343
Weighted base	742	196	253	55	125	-	353	195	170	117	389	353
Will definitely vote that way	389 52%	110 56%	149 59%	23 42%	72 58%	-	-	119 61%	109 64%	40 34%	389 100%	-
Might end up voting differently	353 48%	86 44%	104 41%	32 58%	53 42%	-	353 100%	76 39%	61 36%	77 66%	-	353 100%

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Table 6

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

	Gender			Age						Class				Region						NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1007	504	503	84	157	174	215	184	193	338	207	218	244	270	256	253	141	87	869	
Weighted base	1007	494	513	119	169	169	178	150	221	271	279	219	238	272	263	242	142	88	869	
<u>Labour</u>																				
Towards	263	119	144	38	56	47	33	34	56	77	85	44	57	73	62	61	38	29	216	
	26%	24%	28%	32%	33%	28%	19%	22%	25%	29%	31%	20%	24%	27%	24%	25%	27%	33%	25%	
Away from	466	243	223	33	67	75	89	78	124	115	119	113	118	123	136	107	67	33	410	
	46%	49%	43%	28%	39%	44%	50%	52%	56%	42%	43%	52%	50%	45%	52%	44%	47%	37%	47%	
Neither	278	132	145	48	47	47	56	39	41	79	75	62	62	77	65	74	37	26	243	
	28%	27%	28%	40%	28%	28%	31%	26%	19%	29%	27%	28%	26%	28%	25%	30%	26%	30%	28%	
<u>The Conservatives</u>																				
Towards	175	85	90	21	21	20	26	26	61	60	54	28	34	50	49	38	26	13	158	
	17%	17%	18%	18%	12%	12%	15%	17%	28%	22%	19%	13%	14%	18%	19%	16%	18%	14%	18%	
Away from	543	267	276	52	95	102	99	92	104	135	163	123	122	162	137	120	70	53	458	
	54%	54%	54%	44%	56%	60%	55%	61%	47%	50%	58%	56%	51%	60%	52%	50%	50%	60%	53%	
Neither	288	142	146	46	53	47	53	32	56	76	62	68	82	60	76	83	46	23	254	
	29%	29%	29%	39%	32%	28%	30%	22%	25%	28%	22%	31%	34%	22%	29%	34%	32%	26%	29%	
<u>The Liberal Democrats</u>																				
Towards	75	33	41	7	15	13	7	14	19	22	19	14	20	21	25	14	9	7	62	
	7%	7%	8%	6%	9%	8%	4%	9%	9%	8%	7%	6%	9%	8%	9%	6%	6%	8%	7%	
Away from	629	319	310	72	102	103	111	96	144	170	189	140	129	180	155	151	89	54	544	
	62%	65%	60%	60%	60%	61%	63%	64%	65%	63%	68%	64%	54%	66%	59%	62%	63%	61%	63%	
Neither	303	142	162	41	52	53	60	40	58	79	71	65	88	71	83	78	44	28	263	
	30%	29%	32%	34%	31%	31%	34%	27%	26%	29%	26%	30%	37%	26%	32%	32%	31%	31%	30%	
<u>UKIP</u>																				
Towards	252	148	104	14	33	44	55	47	58	42	68	67	75	65	70	71	31	15	227	
	25%	30%	20%	12%	20%	26%	31%	32%	26%	16%	24%	31%	31%	24%	27%	29%	22%	17%	26%	
Away from	468	200	267	74	87	78	57	64	108	157	140	91	79	134	127	94	66	47	398	
	46%	40%	52%	62%	51%	46%	32%	42%	49%	58%	50%	41%	33%	49%	48%	39%	47%	53%	46%	
Neither	287	146	142	31	50	47	66	39	55	71	72	61	83	73	66	77	44	27	245	
	29%	30%	28%	26%	29%	28%	37%	26%	25%	26%	26%	28%	35%	27%	25%	32%	31%	31%	28%	

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Absolutes/col percents

Table 6

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

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1007	190	263	49	125	138	437	218	208	138	403	343
Weighted base	1007	196	253	55	125	133	443	223	187	141	389	353
<u>Labour</u>												
Towards	263	18	170	8	6	24	119	21	98	39	123	101
	26%	9%	67%	15%	5%	18%	27%	10%	53%	28%	32%	29%
Away from	466	141	28	30	103	50	206	164	49	68	200	167
	46%	72%	11%	54%	82%	38%	46%	73%	26%	48%	51%	47%
Neither	278	37	55	17	16	59	118	38	39	34	67	85
	28%	19%	22%	31%	13%	44%	27%	17%	21%	24%	17%	24%
<u>The Conservatives</u>												
Towards	175	120	14	6	9	12	65	96	13	15	97	58
	17%	61%	6%	12%	7%	9%	15%	43%	7%	11%	25%	16%
Away from	543	25	191	35	97	61	255	76	134	102	227	205
	54%	13%	76%	63%	78%	46%	57%	34%	72%	72%	58%	58%
Neither	288	51	48	14	19	59	123	51	40	24	66	90
	29%	26%	19%	25%	15%	45%	28%	23%	21%	17%	17%	25%
<u>The Liberal Democrats</u>												
Towards	75	12	18	26	3	10	49	11	9	24	22	40
	7%	6%	7%	48%	3%	8%	11%	5%	5%	17%	6%	11%
Away from	629	131	182	9	99	65	276	159	134	90	284	227
	62%	67%	72%	17%	80%	49%	62%	71%	72%	64%	73%	64%
Neither	303	53	53	19	22	58	119	53	44	26	83	87
	30%	27%	21%	35%	18%	43%	27%	24%	23%	19%	21%	25%
<u>UKIP</u>												
Towards	252	35	24	5	107	32	112	81	35	18	112	87
	25%	18%	10%	9%	86%	24%	25%	36%	19%	13%	29%	25%
Away from	468	112	168	32	1	53	229	95	106	94	187	190
	46%	57%	67%	58%	1%	40%	52%	43%	57%	67%	48%	54%
Neither	287	49	60	18	17	47	102	47	46	29	90	77
	29%	25%	24%	32%	14%	36%	23%	21%	25%	21%	23%	22%

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Absolutes/col percents

Table 7

Q6. Which of the following do you think would make the best 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	1007	504	503	84	157	174	215	184	193	338	207	218	244	270	256	253	141	87	869
Weighted base	1007	494	513	119	169	169	178	150	221	271	279	219	238	272	263	242	142	88	869
David Cameron	344 34%	181 37%	163 32%	35 29%	62 37%	51 30%	53 30%	55 36%	88 40%	114 42%	91 33%	64 29%	75 31%	100 37%	91 35%	81 33%	47 33%	26 30%	306 35%
Ed Miliband	246 24%	114 23%	132 26%	37 31%	39 23%	44 26%	40 22%	35 23%	51 23%	60 22%	75 27%	47 21%	64 27%	66 24%	70 26%	52 21%	26 19%	32 36%	199 23%
Nick Clegg	92 9%	42 9%	49 10%	17 15%	20 12%	13 8%	13 7%	14 9%	14 6%	29 11%	27 10%	18 8%	17 7%	25 9%	20 8%	26 11%	17 12%	4 5%	80 9%
None of them	263 26%	135 27%	128 25%	13 11%	36 21%	52 31%	65 37%	40 27%	56 25%	52 19%	70 25%	75 34%	66 28%	65 24%	70 27%	64 27%	42 30%	22 24%	229 26%
Don't know	62 6%	22 4%	40 8%	18 15%	12 7%	9 5%	6 3%	6 4%	12 5%	16 6%	15 5%	15 7%	15 6%	17 6%	12 5%	19 8%	10 7%	4 4%	55 6%

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Absolutes/col percents

Table 7

Q6. Which of the following do you think would make the best 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	1007	190	263	49	125	138	437	218	208	138	403	343
Weighted base	1007	196	253	55	125	133	443	223	187	141	389	353
David Cameron	344 34%	173 88%	26 10%	19 35%	34 27%	45 34%	167 38%	156 70%	26 14%	39 28%	143 37%	131 37%
Ed Miliband	246 24%	1 *	149 59%	9 16%	19 15%	15 11%	90 20%	8 4%	108 58%	46 33%	131 34%	83 24%
Nick Clegg	92 9%	7 4%	26 10%	18 34%	9 7%	5 4%	51 11%	9 4%	11 6%	29 21%	32 8%	46 13%
None of them	263 26%	10 5%	39 15%	6 10%	57 46%	50 37%	104 23%	44 20%	36 19%	25 18%	78 20%	68 19%
Don't know	62 6%	5 3%	13 5%	3 5%	6 5%	18 13%	31 7%	7 3%	6 3%	2 1%	6 2%	25 7%

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Absolutes/col percents

Table 8

Q7. 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 a good team of leaders

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	1007	504	503	84	157	174	215	184	193	338	207	218	244	270	256	253	141	87	869
Weighted base	1007	494	513	119	169	169	178	150	221	271	279	219	238	272	263	242	142	88	869
<u>The Labour Party</u>																			
True	334 33%	152 31%	182 35%	65 55%	62 37%	59 35%	45 25%	38 26%	65 29%	95 35%	95 34%	66 30%	79 33%	94 35%	84 32%	81 33%	40 28%	35 40%	279 32%
Not true	624 62%	324 66%	300 59%	46 38%	95 56%	104 62%	127 71%	107 71%	146 66%	169 63%	171 61%	143 65%	141 59%	169 62%	162 62%	149 62%	92 65%	52 58%	544 63%
Don't know	49 5%	18 4%	31 6%	9 7%	13 7%	6 3%	7 4%	5 3%	10 5%	7 3%	14 5%	10 4%	18 7%	9 3%	17 6%	12 5%	9 6%	2 2%	46 5%
<u>The Conservative Party</u>																			
True	380 38%	196 40%	183 36%	59 50%	69 41%	55 33%	57 32%	56 37%	84 38%	118 43%	116 42%	70 32%	75 32%	111 41%	105 40%	87 36%	50 35%	27 31%	337 39%
Not true	577 57%	280 57%	297 58%	49 41%	89 53%	107 63%	115 65%	90 60%	126 57%	144 53%	149 54%	137 63%	145 61%	154 57%	139 53%	140 58%	85 60%	59 67%	484 56%
Don't know	51 5%	18 4%	33 6%	11 10%	11 7%	7 4%	6 3%	5 3%	11 5%	9 3%	13 5%	11 5%	17 7%	7 3%	19 7%	15 6%	7 5%	2 2%	48 6%
<u>The Liberal Democrat Party</u>																			
True	219 22%	114 23%	105 20%	43 36%	46 27%	28 17%	32 18%	28 19%	40 18%	59 22%	74 26%	46 21%	40 17%	59 22%	60 23%	52 22%	28 20%	20 23%	186 21%
Not true	725 72%	358 73%	366 71%	66 55%	108 64%	134 79%	138 78%	115 77%	163 74%	199 74%	189 68%	162 74%	175 74%	203 75%	182 69%	173 71%	105 74%	63 71%	627 72%
Don't know	63 6%	22 4%	42 8%	10 9%	15 9%	6 4%	8 4%	7 4%	17 8%	12 4%	17 6%	12 5%	23 10%	10 4%	22 8%	17 7%	9 7%	5 6%	55 6%
<u>UKIP</u>																			
True	273 27%	152 31%	121 24%	34 28%	40 24%	43 26%	55 31%	43 29%	57 26%	48 18%	79 28%	77 35%	70 29%	75 28%	71 27%	76 32%	33 23%	17 19%	242 28%
Not true	648 64%	315 64%	333 65%	78 65%	116 69%	114 68%	103 58%	95 63%	142 64%	208 77%	184 66%	122 56%	134 56%	172 63%	168 64%	148 61%	95 67%	66 74%	551 63%
Don't know	86 9%	27 6%	59 11%	8 6%	13 8%	11 7%	20 11%	12 8%	22 10%	15 6%	16 6%	21 9%	34 14%	25 9%	24 9%	17 7%	13 9%	6 7%	76 9%

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Absolutes/col percents

Table 8

Q7. 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 a good team of leaders

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	1007	190	263	49	125	138	437	218	208	138	403	343
Weighted base	1007	196	253	55	125	133	443	223	187	141	389	353
<u>The Labour Party</u>												
True	334 33%	36 18%	171 68%	16 30%	11 9%	33 25%	141 32%	33 15%	119 64%	36 25%	140 36%	123 35%
Not true	624 62%	158 81%	74 29%	38 70%	109 87%	84 63%	276 62%	189 85%	64 34%	101 72%	245 63%	215 61%
Don't know	49 5%	2 1%	8 3%	-	5 4%	16 12%	26 6%	1 1%	4 2%	4 3%	4 1%	15 4%
<u>The Conservative Party</u>												
True	380 38%	163 83%	61 24%	20 37%	27 22%	47 35%	182 41%	145 65%	42 23%	41 29%	149 38%	152 43%
Not true	577 57%	29 15%	183 72%	34 62%	94 76%	69 52%	236 53%	77 34%	138 74%	98 70%	235 60%	187 53%
Don't know	51 5%	3 2%	9 3%	1 1%	3 3%	17 12%	25 6%	2 1%	7 4%	1 1%	5 1%	14 4%
<u>The Liberal Democrat Party</u>												
True	219 22%	47 24%	47 19%	33 61%	15 12%	28 21%	115 26%	51 23%	30 16%	43 31%	68 18%	99 28%
Not true	725 72%	141 72%	192 76%	21 39%	105 84%	87 65%	302 68%	164 73%	148 79%	98 69%	307 79%	239 68%
Don't know	63 6%	8 4%	13 5%	-	5 4%	18 14%	26 6%	9 4%	9 5%	-	14 3%	15 4%
<u>UKIP</u>												
True	273 27%	42 22%	41 16%	14 26%	92 74%	18 14%	106 24%	75 33%	44 24%	18 13%	123 32%	91 26%
Not true	648 64%	146 74%	194 77%	39 71%	25 20%	88 66%	294 66%	133 59%	133 71%	116 82%	250 64%	237 67%
Don't know	86 9%	8 4%	17 7%	2 3%	8 6%	26 20%	43 10%	16 7%	9 5%	7 5%	16 4%	25 7%

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Absolutes/col percents

Table 9

Q7. 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.

-Represents the whole country, not just some types of people

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	1007	504	503	84	157	174	215	184	193	338	207	218	244	270	256	253	141	87	869
Weighted base	1007	494	513	119	169	169	178	150	221	271	279	219	238	272	263	242	142	88	869
<u>The Labour Party</u>																			
True	372	177	195	64	61	69	65	44	69	109	110	72	81	104	93	86	49	40	310
	37%	36%	38%	53%	36%	41%	37%	30%	31%	40%	39%	33%	34%	38%	35%	36%	35%	45%	36%
Not true	588	302	285	50	98	95	105	101	138	152	160	136	140	159	153	145	84	47	517
	58%	61%	56%	42%	58%	56%	59%	67%	63%	56%	57%	62%	59%	59%	58%	60%	59%	53%	59%
Don't know	47	15	32	6	11	4	8	5	14	11	9	11	17	9	17	11	9	2	43
	5%	3%	6%	5%	6%	3%	5%	3%	6%	4%	3%	5%	7%	3%	6%	5%	6%	2%	5%
<u>The Conservative Party</u>																			
True	278	132	146	43	45	48	36	38	68	73	81	60	64	76	77	64	39	22	245
	28%	27%	28%	36%	27%	28%	20%	25%	31%	27%	29%	27%	27%	28%	29%	26%	27%	25%	28%
Not true	685	349	336	68	112	116	136	109	142	191	185	149	160	188	172	168	94	63	586
	68%	71%	65%	57%	66%	69%	76%	73%	64%	71%	66%	68%	67%	69%	65%	70%	66%	71%	67%
Don't know	45	13	31	8	12	5	6	4	10	7	14	10	14	8	14	10	9	4	38
	4%	3%	6%	7%	7%	3%	3%	2%	5%	3%	5%	5%	6%	3%	5%	4%	6%	5%	4%
<u>The Liberal Democrat Party</u>																			
True	262	134	128	34	57	53	39	36	45	83	80	49	49	74	82	55	29	23	229
	26%	27%	25%	28%	34%	31%	22%	24%	20%	31%	29%	22%	21%	27%	31%	23%	21%	26%	26%
Not true	690	342	349	80	100	109	134	109	158	175	187	156	173	189	161	174	103	63	591
	69%	69%	68%	67%	59%	65%	75%	73%	72%	65%	67%	71%	73%	70%	61%	72%	73%	71%	68%
Don't know	55	19	36	6	13	7	6	6	18	12	12	15	16	9	20	13	10	2	49
	5%	4%	7%	5%	8%	4%	3%	4%	8%	4%	4%	7%	7%	3%	8%	6%	7%	2%	6%
<u>UKIP</u>																			
True	277	145	132	32	33	41	59	46	66	52	64	77	84	70	77	73	33	24	241
	28%	29%	26%	27%	20%	24%	33%	31%	30%	19%	23%	35%	35%	26%	29%	30%	23%	28%	28%
Not true	673	332	341	81	125	123	109	98	136	208	206	132	127	192	172	153	96	59	581
	67%	67%	67%	68%	74%	73%	61%	65%	62%	77%	74%	60%	53%	71%	65%	63%	68%	67%	67%
Don't know	57	17	40	6	11	5	11	6	19	11	9	10	27	10	15	15	12	5	47
	6%	3%	8%	5%	6%	3%	6%	4%	8%	4%	3%	4%	11%	4%	6%	6%	9%	5%	5%

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Table 9

Q7. 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.

-Represents the whole country, not just some types of people

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	1007	190	263	49	125	138	437	218	208	138	403	343
Weighted base	1007	196	253	55	125	133	443	223	187	141	389	353
<u>The Labour Party</u>												
True	372 37%	41 21%	173 68%	24 44%	21 17%	36 27%	171 39%	43 19%	118 63%	56 40%	155 40%	146 41%
Not true	588 58%	148 75%	76 30%	30 56%	101 81%	81 61%	256 58%	170 76%	63 34%	83 59%	226 58%	198 56%
Don't know	47 5%	7 4%	4 1%	-	3 3%	15 12%	16 4%	10 5%	5 3%	2 1%	9 2%	9 2%
<u>The Conservative Party</u>												
True	278 28%	116 59%	39 15%	19 35%	14 11%	36 27%	131 30%	108 48%	31 17%	31 22%	106 27%	108 31%
Not true	685 68%	74 38%	207 82%	35 65%	105 85%	83 62%	292 66%	109 49%	151 81%	110 78%	276 71%	233 66%
Don't know	45 4%	5 3%	6 2%	-	5 4%	14 11%	19 4%	7 3%	5 2%	-	7 2%	12 3%
<u>The Liberal Democrat Party</u>												
True	262 26%	47 24%	75 30%	41 74%	15 12%	28 21%	137 31%	50 22%	49 26%	63 44%	89 23%	115 33%
Not true	690 69%	138 71%	168 66%	14 26%	102 82%	92 69%	287 65%	161 72%	132 71%	78 56%	284 73%	224 63%
Don't know	55 5%	11 5%	10 4%	-	8 6%	13 10%	19 4%	13 6%	6 3%	-	16 4%	13 4%
<u>UKIP</u>												
True	277 28%	44 22%	35 14%	10 18%	101 81%	24 18%	109 25%	75 33%	40 21%	22 16%	131 34%	87 25%
Not true	673 67%	146 74%	205 81%	45 82%	21 17%	92 69%	316 71%	141 63%	138 74%	117 83%	243 62%	256 72%
Don't know	57 6%	7 3%	13 5%	-	3 2%	16 12%	17 4%	8 4%	8 4%	2 1%	15 4%	10 3%

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Absolutes/col percents

Table 10

Q7. 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	1007	504	503	84	157	174	215	184	193	338	207	218	244	270	256	253	141	87	869
Weighted base	1007	494	513	119	169	169	178	150	221	271	279	219	238	272	263	242	142	88	869
<u>The Labour Party</u>																			
True	392	181	211	68	81	67	60	46	70	119	112	73	88	108	102	100	44	38	333
	39%	37%	41%	57%	48%	40%	34%	31%	32%	44%	40%	34%	37%	40%	39%	41%	31%	42%	38%
Not true	571	300	270	43	79	97	114	98	140	145	157	132	136	153	145	135	91	47	496
	57%	61%	53%	36%	46%	57%	64%	65%	64%	53%	56%	60%	57%	56%	55%	56%	64%	54%	57%
Don't know	45	13	32	8	10	6	4	6	10	7	10	13	13	11	16	7	7	3	40
	4%	3%	6%	6%	6%	3%	3%	4%	5%	3%	4%	6%	6%	4%	6%	3%	5%	4%	5%
<u>The Conservative Party</u>																			
True	429	227	202	68	82	67	57	62	92	145	123	82	78	121	119	110	50	29	384
	43%	46%	39%	57%	48%	40%	32%	41%	42%	54%	44%	37%	33%	44%	45%	45%	35%	32%	44%
Not true	534	253	281	40	76	98	116	83	121	118	144	128	144	141	131	119	85	58	443
	53%	51%	55%	34%	45%	58%	65%	55%	55%	43%	52%	58%	61%	52%	50%	49%	60%	66%	51%
Don't know	44	14	30	11	12	4	5	5	8	8	12	9	15	11	12	13	7	2	42
	4%	3%	6%	9%	7%	2%	3%	3%	3%	3%	4%	4%	6%	4%	5%	5%	5%	2%	5%
<u>The Liberal Democrat Party</u>																			
True	214	108	106	36	55	36	27	24	35	64	62	37	51	54	60	51	28	21	178
	21%	22%	21%	30%	32%	21%	15%	16%	16%	24%	22%	17%	21%	20%	23%	21%	20%	24%	20%
Not true	740	371	369	73	102	129	145	121	171	196	203	171	170	204	187	179	105	66	643
	74%	75%	72%	61%	60%	76%	82%	80%	77%	72%	73%	78%	71%	75%	71%	74%	74%	74%	74%
Don't know	53	15	38	10	13	4	6	5	15	11	14	11	17	14	16	12	9	2	48
	5%	3%	7%	9%	8%	2%	3%	3%	7%	4%	5%	5%	7%	5%	6%	5%	6%	2%	6%
<u>UKIP</u>																			
True	235	129	106	30	32	38	46	37	52	41	59	64	71	62	69	62	29	13	212
	23%	26%	21%	25%	19%	22%	26%	25%	23%	15%	21%	29%	30%	23%	26%	25%	21%	15%	24%
Not true	686	340	345	83	122	117	117	103	143	212	203	136	134	186	171	156	102	71	578
	68%	69%	67%	69%	72%	69%	66%	69%	65%	78%	73%	62%	56%	68%	65%	64%	72%	81%	67%
Don't know	86	25	61	6	15	14	15	10	26	18	17	19	32	25	23	24	10	4	79
	9%	5%	12%	5%	9%	8%	8%	7%	12%	7%	6%	9%	14%	9%	9%	10%	7%	4%	9%

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Absolutes/col percents

Table 10

Q7. 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	1007	190	263	49	125	138	437	218	208	138	403	343
Weighted base	1007	196	253	55	125	133	443	223	187	141	389	353
<u>The Labour Party</u>												
True	392 39%	46 23%	190 75%	23 43%	18 14%	37 28%	172 39%	43 19%	127 68%	60 43%	167 43%	150 43%
Not true	571 57%	146 75%	55 22%	30 55%	103 83%	81 61%	252 57%	177 79%	53 29%	79 56%	215 55%	193 55%
Don't know	45 4%	4 2%	7 3%	1 2%	3 3%	15 11%	19 4%	4 2%	7 4%	2 2%	8 2%	10 3%
<u>The Conservative Party</u>												
True	429 43%	177 90%	72 29%	24 44%	33 26%	52 40%	203 46%	154 69%	58 31%	55 39%	173 44%	170 48%
Not true	534 53%	17 9%	173 68%	31 56%	86 69%	65 49%	220 50%	67 30%	123 66%	85 60%	210 54%	171 48%
Don't know	44 4%	3 1%	7 3%	- -	6 5%	15 11%	20 5%	2 1%	6 3%	1 1%	7 2%	12 3%
<u>The Liberal Democrat Party</u>												
True	214 21%	44 22%	47 19%	36 65%	11 8%	28 21%	112 25%	37 16%	28 15%	53 37%	65 17%	93 26%
Not true	740 74%	148 76%	196 78%	17 32%	108 87%	88 66%	308 70%	183 82%	153 82%	84 59%	315 81%	246 70%
Don't know	53 5%	4 2%	9 4%	2 3%	6 5%	16 12%	22 5%	4 2%	5 3%	4 3%	9 2%	13 4%
<u>UKIP</u>												
True	235 23%	33 17%	23 9%	8 14%	97 78%	14 11%	94 21%	63 28%	31 17%	17 12%	107 27%	82 23%
Not true	686 68%	153 78%	212 84%	45 82%	20 16%	95 72%	316 71%	144 65%	140 75%	119 84%	257 66%	253 72%
Don't know	86 9%	10 5%	17 7%	2 4%	7 6%	24 18%	32 7%	16 7%	16 9%	5 4%	26 7%	18 5%

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Absolutes/col percents

Table 11

Q7. 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	1007	504	503	84	157	174	215	184	193	338	207	218	244	270	256	253	141	87	869
Weighted base	1007	494	513	119	169	169	178	150	221	271	279	219	238	272	263	242	142	88	869
<u>The Labour Party</u>																			
True	381	176	205	56	73	63	67	50	71	114	113	68	86	100	95	94	52	41	316
	38%	36%	40%	47%	43%	37%	38%	33%	32%	42%	40%	31%	36%	37%	36%	39%	36%	47%	36%
Not true	582	305	277	55	86	101	107	97	137	151	156	141	135	163	154	138	82	45	512
	58%	62%	54%	46%	50%	60%	60%	64%	62%	56%	56%	64%	57%	60%	59%	57%	58%	51%	59%
Don't know	44	13	30	8	11	5	4	3	14	7	11	10	16	10	14	10	8	2	41
	4%	3%	6%	6%	6%	3%	2%	2%	6%	2%	4%	5%	7%	4%	5%	4%	6%	2%	5%
<u>The Conservative Party</u>																			
True	396	204	192	56	75	64	54	57	89	137	105	73	82	111	109	92	57	28	356
	39%	41%	37%	47%	44%	38%	30%	38%	40%	51%	38%	33%	34%	41%	42%	38%	40%	31%	41%
Not true	569	274	295	54	83	98	117	90	126	128	161	138	143	155	138	143	76	58	474
	57%	55%	58%	45%	49%	58%	66%	60%	57%	47%	58%	63%	60%	57%	52%	59%	54%	65%	55%
Don't know	42	16	25	10	11	6	7	3	5	6	14	9	13	6	16	7	9	3	38
	4%	3%	5%	8%	7%	4%	4%	2%	2%	2%	5%	4%	6%	2%	6%	3%	6%	3%	4%
<u>The Liberal Democrat Party</u>																			
True	232	106	126	31	56	40	31	34	40	75	58	49	49	47	80	48	33	23	194
	23%	21%	25%	26%	33%	23%	17%	23%	18%	28%	21%	23%	21%	17%	31%	20%	24%	26%	22%
Not true	726	369	357	81	102	123	142	111	167	188	204	161	173	214	169	183	98	62	631
	72%	75%	70%	68%	60%	73%	80%	74%	76%	69%	73%	73%	73%	79%	64%	76%	69%	70%	73%
Don't know	49	20	29	7	12	6	5	5	14	8	17	9	15	11	13	11	10	4	44
	5%	4%	6%	6%	7%	4%	3%	3%	6%	3%	6%	4%	6%	4%	5%	4%	7%	4%	5%
<u>UKIP</u>																			
True	319	180	139	40	49	60	61	48	62	72	80	83	83	92	84	89	35	20	287
	32%	36%	27%	33%	29%	35%	34%	32%	28%	27%	29%	38%	35%	34%	32%	37%	25%	22%	33%
Not true	640	299	341	76	114	106	109	97	138	190	189	125	135	166	167	140	99	68	536
	64%	61%	66%	64%	67%	63%	61%	65%	63%	70%	68%	57%	57%	61%	63%	58%	70%	77%	62%
Don't know	48	15	33	4	7	4	8	5	20	9	10	10	20	14	13	13	8	1	46
	5%	3%	7%	3%	4%	2%	5%	4%	9%	3%	3%	5%	8%	5%	5%	5%	5%	1%	5%

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Absolutes/col percents

Table 11

Q7. 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	1007	190	263	49	125	138	437	218	208	138	403	343
Weighted base	1007	196	253	55	125	133	443	223	187	141	389	353
<u>The Labour Party</u>												
True	381 38%	35 18%	188 74%	27 49%	18 14%	44 33%	167 38%	38 17%	130 69%	59 42%	165 42%	137 39%
Not true	582 58%	158 80%	58 23%	28 51%	101 81%	73 55%	256 58%	181 81%	51 27%	81 57%	217 56%	205 58%
Don't know	44 4%	3 2%	7 3%	-	6 5%	16 12%	19 4%	4 2%	6 3%	1 *	7 2%	11 3%
<u>The Conservative Party</u>												
True	396 39%	164 84%	67 27%	21 38%	27 21%	52 40%	193 44%	147 66%	44 24%	57 41%	151 39%	160 45%
Not true	569 57%	28 14%	182 72%	33 60%	93 75%	64 48%	229 52%	75 34%	136 73%	83 59%	234 60%	182 52%
Don't know	42 4%	4 2%	4 1%	1 2%	5 4%	16 12%	21 5%	1 1%	7 4%	1 *	4 1%	11 3%
<u>The Liberal Democrat Party</u>												
True	232 23%	43 22%	43 17%	36 67%	13 11%	40 30%	137 31%	46 21%	32 17%	60 42%	60 15%	107 30%
Not true	726 72%	149 76%	195 77%	18 33%	108 86%	77 58%	285 64%	173 77%	147 79%	79 56%	319 82%	234 66%
Don't know	49 5%	4 2%	14 6%	-	4 3%	15 12%	20 5%	5 2%	7 4%	2 2%	11 3%	12 3%
<u>UKIP</u>												
True	319 32%	45 23%	41 16%	13 24%	105 85%	31 23%	137 31%	85 38%	45 24%	31 22%	129 33%	111 31%
Not true	640 64%	144 73%	200 79%	40 73%	17 13%	86 65%	288 65%	132 59%	133 71%	105 74%	245 63%	232 66%
Don't know	48 5%	7 3%	12 5%	2 3%	3 2%	16 12%	18 4%	6 3%	9 5%	5 4%	15 4%	10 3%

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Absolutes/col percents

Table 12

Q7. 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	1007	504	503	84	157	174	215	184	193	338	207	218	244	270	256	253	141	87	869
Weighted base	1007	494	513	119	169	169	178	150	221	271	279	219	238	272	263	242	142	88	869
<u>The Labour Party</u>																			
True	435	204	231	67	84	81	72	54	77	136	126	81	92	121	111	100	58	46	362
	43%	41%	45%	56%	49%	48%	41%	36%	35%	50%	45%	37%	39%	44%	42%	41%	41%	52%	42%
Not true	528	277	251	44	75	84	101	91	133	126	143	126	133	142	139	133	74	39	467
	52%	56%	49%	37%	44%	49%	57%	61%	60%	47%	51%	58%	56%	52%	53%	55%	52%	44%	54%
Don't know	44	13	31	9	11	4	4	5	11	8	10	13	13	10	13	9	9	3	40
	4%	3%	6%	7%	6%	2%	2%	4%	5%	3%	4%	6%	5%	4%	5%	4%	7%	3%	5%
<u>The Conservative Party</u>																			
True	319	159	161	39	56	46	47	48	82	101	91	58	69	88	92	70	44	25	282
	32%	32%	31%	33%	33%	27%	26%	32%	37%	37%	33%	26%	29%	32%	35%	29%	31%	28%	32%
Not true	640	316	324	68	102	113	127	96	135	160	176	148	155	177	158	157	86	62	543
	64%	64%	63%	57%	60%	67%	71%	64%	61%	59%	63%	68%	65%	65%	60%	65%	61%	70%	62%
Don't know	48	20	28	12	11	10	4	6	4	10	12	13	13	8	12	15	11	2	45
	5%	4%	5%	10%	6%	6%	2%	4%	2%	4%	4%	6%	6%	3%	5%	6%	8%	2%	5%
<u>The Liberal Democrat Party</u>																			
True	281	138	144	39	71	47	42	35	48	105	80	47	50	75	90	53	41	23	240
	28%	28%	28%	32%	42%	28%	23%	23%	22%	39%	29%	21%	21%	28%	34%	22%	29%	26%	28%
Not true	658	329	329	65	85	115	128	108	157	151	183	155	169	182	158	168	87	63	566
	65%	67%	64%	55%	50%	68%	72%	72%	71%	56%	66%	71%	71%	67%	60%	70%	61%	71%	65%
Don't know	68	28	40	15	14	7	8	8	16	15	16	17	19	15	15	21	13	3	63
	7%	6%	8%	13%	8%	4%	5%	5%	7%	6%	6%	8%	8%	6%	6%	9%	10%	3%	7%
<u>UKIP</u>																			
True	323	186	137	31	39	53	74	55	70	66	82	80	94	90	79	94	39	22	288
	32%	38%	27%	26%	23%	31%	42%	37%	32%	25%	29%	37%	39%	33%	30%	39%	27%	24%	33%
Not true	620	287	333	78	118	109	94	88	134	189	184	126	121	166	167	130	93	63	523
	62%	58%	65%	66%	69%	64%	53%	59%	60%	70%	66%	57%	51%	61%	63%	54%	66%	72%	60%
Don't know	64	22	43	10	13	7	10	7	17	15	14	13	22	16	17	17	10	4	58
	6%	4%	8%	8%	8%	4%	6%	5%	8%	6%	5%	6%	9%	6%	7%	7%	7%	4%	7%

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Table 12

Q7. 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

	<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	1007	190	263	49	125	138	437	218	208	138	403	343
Weighted base	1007	196	253	55	125	133	443	223	187	141	389	353
<u>The Labour Party</u>												
True	435 43%	44 22%	212 84%	23 42%	17 14%	50 38%	202 46%	41 18%	144 77%	74 53%	175 45%	168 48%
Not true	528 52%	147 75%	32 13%	31 57%	102 82%	67 51%	218 49%	179 80%	37 20%	65 46%	210 54%	169 48%
Don't know	44 4%	5 3%	9 3%	1 1%	5 4%	15 11%	23 5%	4 2%	5 3%	2 1%	5 1%	15 4%
<u>The Conservative Party</u>												
True	319 32%	162 83%	35 14%	15 27%	16 13%	42 32%	145 33%	150 67%	29 15%	24 17%	130 33%	122 34%
Not true	640 64%	31 16%	208 82%	40 73%	103 83%	76 58%	274 62%	72 32%	153 82%	117 83%	255 65%	216 61%
Don't know	48 5%	3 2%	9 4%	- -	5 4%	14 10%	24 5%	2 1%	5 3%	- -	4 1%	15 4%
<u>The Liberal Democrat Party</u>												
True	281 28%	60 30%	69 27%	47 87%	12 10%	34 26%	153 35%	57 25%	42 23%	73 52%	92 24%	133 38%
Not true	658 65%	128 65%	169 67%	6 11%	107 86%	79 60%	260 59%	161 72%	139 74%	62 44%	284 73%	199 57%
Don't know	68 7%	8 4%	15 6%	2 3%	5 4%	20 15%	30 7%	6 3%	6 3%	5 4%	13 3%	20 6%
<u>UKIP</u>												
True	323 32%	57 29%	39 16%	8 14%	108 87%	32 24%	133 30%	102 45%	44 23%	20 14%	136 35%	110 31%
Not true	620 62%	132 68%	201 80%	45 81%	11 9%	79 60%	280 63%	114 51%	135 72%	118 84%	241 62%	225 64%
Don't know	64 6%	6 3%	12 5%	3 5%	5 4%	22 16%	30 7%	8 3%	9 5%	3 2%	13 3%	18 5%

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Absolutes/col percents

Table 13
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1007	1007
Weighted base	1007	1007
Yes	617 61%	614 61%
No	390 39%	393 39%

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Absolutes/col percents

Table 14
Is the house or flat in which you live...?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1007	1007
Weighted base	1007	1007
NET: Owners	632 63%	654 65%
Owned outright - without mortgage	300 30%	333 33%
Owned with a mortgage or loan	332 33%	322 32%
NET: Renters	357 35%	337 34%
Rented from the council	117 12%	141 14%
Rented from a housing association	97 10%	76 8%
Rented from someone else	143 14%	120 12%
Rent free	18 2%	15 2%

The Ashcroft National Poll
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Absolutes/col percents

Table 15
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1007	1007
Weighted base	1007	1007
None	224 22%	211 21%
1	422 42%	423 42%
2	266 26%	282 28%
3+	95 9%	91 9%
Mean	1.28	1.30
Standard deviation	1.06	1.03
Standard error	0.03	0.03

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Absolutes/col percents

Table 16
Current working status
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1007	1007
Weighted base	1007	1007
NET: Working	583 58%	564 56%
Working full time - working 30 hours per week or more	440 44%	443 44%
Working part time - working between 8 and 29 hours per week	143 14%	121 12%
NET: Not Working	424 42%	443 44%
Not working but seeking work or temporarily unemployed or sick	84 8%	79 8%
Not working and not seeking work/ student	58 6%	69 7%
Retired on a state pension only	96 10%	102 10%
Retired with a private pension	138 14%	147 15%
House person, housewife, househusband, etc.	48 5%	47 5%

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Absolutes/col percents

Table 17
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1007	1007
Weighted base	1007	1007
NET: AB	338 34%	269 27%
A	98 10%	76 8%
B	240 24%	193 19%
C1	207 21%	279 28%
C2	218 22%	219 22%
D	105 10%	97 10%
E	139 14%	143 14%
NET: DE	244 24%	240 24%

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Absolutes/col percents

Table 18
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1007	1007
Weighted base	1007	1007
18-24	84 8%	120 12%
25-34	157 16%	169 17%
35-44	174 17%	169 17%
45-54	215 21%	179 18%
55-64	184 18%	150 15%
65 or older	193 19%	220 22%
Average age	48.03	47.02

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Absolutes/col percents

Table 19
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1007	1007
Weighted base	1007	1007
Male	504 50%	493 49%
Female	503 50%	514 51%

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Absolutes/col percents

Table 20
Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1007	1007
Weighted base	1007	1007
Scotland	87 9%	91 9%
North East	44 4%	40 4%
North West	109 11%	111 11%
Yorkshire & Humberside	100 10%	91 9%
West Midlands	84 8%	91 9%
East Midlands	77 8%	70 7%
Wales	51 5%	50 5%
Eastern	95 9%	101 10%
London	122 12%	131 13%
South East	148 15%	141 14%
South West	90 9%	91 9%

The Ashcroft National Poll
CATI Fieldwork : 18th - 20th July 2014

Absolutes/col percents

Table 21

**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	1007	1007
Weighted base	1007	1007
Conservative	218 22%	223 22%
Labour	208 21%	187 19%
Liberal Democrat	138 14%	141 14%
Another party	62 6%	60 6%
Didn't vote	310 31%	326 32%
Refused	37 4%	36 4%
Don't know	34 3%	33 3%