

## The Ashcroft National Poll

### CATI Fieldwork : 5th - 7th September 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		88
Unweighted base	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865	
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862	
Absolutely certain to vote	(10)	532 53%	269 55%	262 51%	37 30%	66 39%	84 49%	105 59%	93 63%	146 68%	153 56%	151 54%	112 51%	115 50%	143 53%	120 47%	128 53%	73 52%	68 75%	443 51%
	(9)	48 5%	25 5%	23 5%	8 7%	10 6%	7 4%	5 3%	5 3%	12 6%	21 8%	9 3%	8 4%	11 5%	14 5%	10 4%	13 4%	2 2%	43 5%	
	(8)	73 7%	33 7%	40 8%	15 13%	14 8%	14 8%	6 4%	7 4%	17 8%	24 9%	16 6%	18 8%	15 6%	12 4%	25 10%	19 8%	13 9%	4 5%	63 7%
	(7)	55 5%	21 4%	34 7%	8 6%	23 13%	6 4%	5 3%	7 5%	6 3%	12 4%	24 8%	6 3%	13 6%	16 6%	17 6%	13 5%	5 4%	4 4%	49 6%
	(6)	28 3%	17 3%	11 2%	10 8%	7 4%	4 2%	2 1%	3 2%	2 1%	5 2%	9 3%	7 3%	7 3%	13 5%	10 4%	4 1%	2 1%	-	27 3%
	(5)	97 10%	36 7%	61 12%	19 15%	17 10%	20 12%	16 9%	11 7%	14 7%	20 7%	27 10%	25 12%	25 11%	29 11%	29 11%	22 9%	10 7%	7 8%	84 10%
	(4)	21 2%	12 2%	9 2%	4 3%	6 3%	5 3%	3 1%	3 2%	1 *	4 2%	5 2%	4 2%	8 3%	8 3%	4 1%	6 2%	-	3 3%	18 2%
	(3)	22 2%	10 2%	13 2%	2 2%	8 5%	5 3%	2 1%	3 2%	1 1%	7 2%	2 1%	4 2%	9 4%	7 3%	5 2%	7 3%	3 2%	1 1%	22 3%
	(2)	18 2%	10 2%	9 2%	1 1%	6 4%	2 1%	4 2%	2 2%	2 1%	4 2%	5 2%	6 3%	4 2%	5 2%	4 2%	4 2%	5 4%	-	17 2%
Definitely would not vote	(1)	102 10%	55 11%	47 9%	16 13%	12 7%	24 14%	27 15%	14 10%	10 5%	20 7%	32 12%	27 12%	23 10%	23 8%	33 13%	27 11%	17 12%	2 3%	92 11%
Refused		1 *	1 *	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	1 *
Don't know		3 *	1 *	2 *	-	1 1%	-	-	-	2 1%	-	-	1 1%	2 1%	1 *	2 1%	-	-	-	3 *
Mean		7.69	7.72	7.66	6.77	7.24	7.28	7.54	8.05	8.75	8.12	7.65	7.41	7.49	7.68	7.34	7.61	7.70	8.87	7.59
Standard deviation		3.12	3.19	3.05	3.10	2.96	3.34	3.48	3.07	2.42	2.86	3.15	3.30	3.15	3.05	3.22	3.21	3.25	2.26	3.15
Standard error		0.10	0.14	0.14	0.33	0.24	0.25	0.24	0.24	0.17	0.16	0.21	0.23	0.21	0.18	0.21	0.21	0.27	0.24	0.11

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**Base: All respondents**

		Voting Intention					Swing Vote	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP		DK/Ref	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base		1001	190	267	54	136	166	492	208	174	131	354	378
Absolutely certain to vote	(10)	532 53%	125 66%	154 58%	36 67%	88 65%	79 47%	238 48%	153 73%	126 72%	94 71%	252 71%	201 53%
	(9)	48 5%	11 6%	16 6%	6 11%	2 1%	8 5%	31 6%	9 4%	10 6%	9 7%	15 4%	25 7%
	(8)	73 7%	18 9%	24 9%	2 4%	10 7%	12 7%	46 9%	18 9%	11 6%	12 9%	27 8%	35 9%
	(7)	55 5%	13 7%	16 6%	1 1%	7 5%	14 8%	38 8%	5 2%	7 4%	4 3%	14 4%	27 7%
	(6)	28 3%	3 2%	14 5%	3 6%	4 3%	3 2%	19 4%	6 3%	3 2%	2 2%	9 2%	17 4%
	(5)	97 10%	15 8%	31 11%	4 7%	15 11%	25 15%	68 14%	9 4%	8 5%	7 5%	27 8%	46 12%
	(4)	21 2%	2 1%	4 1%	- -	2 1%	9 5%	18 4%	3 1%	2 1%	2 1%	3 1%	9 2%
	(3)	22 2%	2 1%	7 2%	2 4%	3 2%	6 4%	17 3%	- -	3 2%	- -	5 1%	11 3%
	(2)	18 2%	2 1%	3 1%	* 1%	5 4%	7 4%	14 3%	- -	- -	- -	4 1%	8 2%
Definitely would not vote	(1)	102 10%	- -	- -	- -	- -	- -	- -	4 2%	5 3%	1 1%	- -	- -
Refused		1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Don't know		3 *	- -	- -	- -	- -	3 2%	1 1%	- -	- -	- -	- -	- -
Mean		7.69	8.90	8.46	8.86	8.48	7.77	7.97	9.10	8.97	9.15	8.99	8.24
Standard deviation		3.12	1.86	2.18	2.06	2.38	2.62	2.45	1.89	2.13	1.71	1.89	2.32
Standard error		0.10	0.13	0.14	0.30	0.20	0.20	0.11	0.13	0.15	0.18	0.10	0.12

## The Ashcroft National Poll

### CATI Fieldwork : 5th - 7th September 2014

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	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
Conservative	190 19%	102 21%	88 17%	20 16%	27 16%	25 15%	29 16%	35 23%	55 26%	72 27%	56 20%	42 19%	20 9%	58 22%	54 21%	25 10%	37 26%	16 18%	163 19%
Labour	267 27%	132 27%	135 26%	41 34%	53 31%	54 32%	39 22%	34 23%	45 21%	67 25%	74 26%	54 25%	72 31%	62 23%	54 21%	88 36%	33 23%	30 33%	221 26%
Liberal Democrat	54 5%	23 5%	31 6%	6 5%	13 8%	13 8%	7 4%	5 3%	9 4%	18 7%	17 6%	7 3%	12 5%	14 5%	15 6%	9 4%	8 6%	7 8%	46 5%
SNP	12 1%	10 2%	2 *	2 2%	1 *	1 *	1 1%	1 *	6 3%	3 1%	-	4 2%	4 2%	-	-	-	-	12 13%	-
Plaid Cymru	3 *	-	3 1%	-	-	-	-	-	3 1%	-	1 1%	-	1 1%	-	-	-	3 2%	-	-
The UK Independence Party	136 14%	79 16%	56 11%	9 7%	12 7%	20 12%	32 18%	28 19%	34 16%	19 7%	33 12%	46 21%	38 16%	35 13%	44 17%	34 14%	19 13%	4 4%	128 15%
The Green Party	50 5%	18 4%	32 6%	8 7%	11 7%	11 7%	10 6%	7 5%	2 1%	13 5%	24 8%	7 3%	6 3%	21 8%	6 2%	12 5%	6 5%	4 4%	46 5%
The British National Party	3 *	2 *	1 *	-	-	2 1%	1 *	1 1%	-	1 *	-	1 *	2 1%	-	-	3 1%	* *	-	3 *
Another party	19 2%	8 2%	11 2%	2 2%	4 2%	1 1%	4 2%	2 1%	6 3%	6 2%	4 1%	4 2%	4 2%	6 2%	2 1%	5 2%	2 2%	3 3%	16 2%
Would not vote	102 10%	55 11%	47 9%	16 13%	12 7%	24 14%	27 15%	14 10%	10 5%	20 7%	32 12%	27 12%	23 10%	23 8%	33 13%	27 11%	17 12%	2 3%	92 11%
Refused	52 5%	24 5%	29 6%	1 1%	8 4%	5 3%	8 5%	7 5%	23 11%	17 6%	9 3%	11 5%	15 6%	15 6%	14 5%	15 6%	7 5%	2 2%	48 6%
Don't know	114 11%	36 7%	78 15%	16 13%	29 17%	16 9%	18 10%	14 10%	20 9%	33 12%	29 11%	17 8%	35 15%	35 13%	35 14%	24 10%	9 6%	11 12%	100 12%

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	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
Conservative	190 19%	190 100%	-	-	-	-	97 20%	123 59%	3 2%	19 14%	93 26%	97 26%
Labour	267 27%	-	267 100%	-	-	-	129 26%	4 2%	126 72%	42 32%	138 39%	129 34%
Liberal Democrat	54 5%	-	-	54 100%	-	-	37 7%	4 2%	3 2%	25 19%	17 5%	37 10%
SNP	12 1%	-	-	-	-	-	3 1%	1 1%	2 1%	-	8 2%	3 1%
Plaid Cymru	3 *	-	-	-	-	-	1 *	-	-	-	1 *	1 *
The UK Independence Party	136 14%	-	-	-	136 100%	-	60 12%	43 21%	17 10%	17 13%	75 21%	60 16%
The Green Party	50 5%	-	-	-	-	-	32 7%	4 2%	3 2%	18 13%	18 5%	32 8%
The British National Party	3 *	-	-	-	-	-	2 *	-	1 *	-	2 *	2 *
Another party	19 2%	-	-	-	-	-	17 3%	2 1%	2 1%	3 2%	2 *	17 4%
Would not vote	102 10%	-	-	-	-	-	-	4 2%	5 3%	1 1%	-	-
Refused	52 5%	-	-	-	-	52 32%	-	4 2%	4 2%	1 1%	-	-
Don't know	114 11%	-	-	-	-	114 68%	114 23%	19 9%	9 5%	6 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**

	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	518	276	242	38	63	94	112	91	121	181	119	109	110	139	113	123	84	59	434
Weighted base	512	265	247	50	73	87	92	83	127	148	147	112	105	134	117	122	77	61	428
Conservative	141	74	67	12	19	19	23	24	44	56	41	30	14	44	40	18	27	13	122
	28%	28%	27%	24%	26%	22%	25%	29%	34%	38%	28%	27%	14%	33%	34%	14%	35%	21%	28%
Labour	180	89	91	22	29	35	30	29	35	48	49	37	46	38	34	60	23	25	145
	35%	34%	37%	44%	39%	41%	32%	35%	28%	32%	34%	33%	44%	28%	29%	49%	31%	40%	34%
Liberal Democrat	40	17	23	4	8	11	5	3	8	13	14	5	7	10	12	5	6	6	33
	8%	6%	9%	9%	11%	13%	5%	4%	6%	9%	9%	5%	7%	8%	10%	4%	7%	11%	8%
SNP	10	8	2	1	1	1	1	1	6	3	-	3	4	-	-	-	-	10	-
	2%	3%	1%	3%	1%	1%	1%	1%	4%	2%	-	3%	4%	-	-	-	-	16%	-
Plaid Cymru	2	-	2	-	-	-	-	-	2	-	1	-	1	-	-	-	2	-	-
	*	-	1%	-	-	-	-	-	1%	-	1%	-	1%	-	-	-	2%	-	-
The UK Independence Party	93	56	36	3	8	11	22	21	27	14	25	28	26	26	27	26	12	3	86
	18%	21%	15%	7%	11%	12%	24%	26%	22%	10%	17%	25%	24%	19%	23%	21%	15%	5%	20%
The Green Party	33	15	19	6	8	8	7	3	1	11	14	5	4	12	3	9	5	3	30
	6%	6%	8%	12%	11%	9%	7%	4%	1%	7%	10%	4%	4%	9%	3%	8%	7%	5%	7%
The British National Party	3	2	1	-	-	1	1	1	-	1	-	1	1	-	-	2	*	-	3
	1%	1%	*	-	-	2%	1%	1%	-	1%	-	*	1%	-	-	2%	1%	-	1%
Another party	11	4	7	1	1	*	3	1	5	3	2	4	2	4	1	2	2	1	10
	2%	1%	3%	2%	1%	*	4%	1%	4%	2%	2%	3%	2%	3%	1%	2%	3%	2%	2%

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**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	518	149	179	32	98	-	239	158	143	70	280	239
Weighted base	512	141	180	40	93	-	245	147	123	97	267	245
Conservative	141 28%	141 100%	-	-	-	-	68 28%	100 68%	3 2%	16 17%	73 27%	68 28%
Labour	180 35%	-	180 100%	-	-	-	80 32%	3 2%	98 80%	35 36%	101 38%	80 32%
Liberal Democrat	40 8%	-	-	40 100%	-	-	24 10%	3 2%	3 2%	22 22%	15 6%	24 10%
SNP	10 2%	-	-	-	-	-	3 1%	1 1%	1 1%	-	7 3%	3 1%
Plaid Cymru	2 *	-	-	-	-	-	1 *	-	-	-	1 *	1 *
The UK Independence Party	93 18%	-	-	-	93 100%	-	36 15%	36 24%	14 11%	11 11%	56 21%	36 15%
The Green Party	33 6%	-	-	-	-	-	22 9%	4 2%	3 2%	11 11%	12 4%	22 9%
The British National Party	3 1%	-	-	-	-	-	1 1%	-	1 *	-	1 1%	1 1%
Another party	11 2%	-	-	-	-	-	10 4%	1 1%	1 1%	3 3%	1 *	10 4%

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Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	28%
Labour	35%
Liberal Democrat/ Liberal	8%
Scottish National Party/SNP	2%
Plaid Cymru	*
The UK Independence Party	18%
The Green Party	6%
Other	3%

**The Ashcroft National Poll**  
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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	727	383	344	63	104	136	148	122	154	238	167	158	164	199	167	175	115	71	620
Weighted base	732	375	358	87	121	127	123	112	161	200	209	164	159	197	176	176	109	75	623
Will definitely vote that way	354 48%	187 50%	167 47%	27 31%	46 38%	59 47%	48 39%	65 58%	107 67%	89 44%	104 50%	79 48%	82 52%	91 46%	97 55%	86 49%	49 45%	32 43%	303 49%
Might end up voting differently	378 52%	187 50%	191 53%	60 69%	75 62%	68 53%	75 61%	47 42%	54 33%	112 56%	105 50%	85 52%	77 48%	107 54%	79 45%	89 51%	60 55%	43 57%	320 51%



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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	727	200	258	46	138	-	362	195	180	88	365	362
Weighted base	732	190	267	54	136	-	378	181	157	123	354	378
Will definitely vote that way	354 48%	93 49%	138 52%	17 32%	75 56%	-	-	99 55%	101 64%	46 37%	354 100%	-
Might end up voting differently	378 52%	97 51%	129 48%	37 68%	60 44%	-	378 100%	82 45%	56 36%	77 63%	-	378 100%

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Absolutes/col percents

Table 6

**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	727	383	344	63	104	136	148	122	154	238	167	158	164	199	167	175	115	71	620
Weighted base	732	375	358	87	121	127	123	112	161	200	209	164	159	197	176	176	109	75	623
Will definitely vote that way	354 48%	187 50%	167 47%	27 31%	46 38%	59 47%	48 39%	65 58%	107 67%	89 44%	104 50%	79 48%	82 52%	91 46%	97 55%	86 49%	49 45%	32 43%	303 49%
Might end up voting differently	378 52%	187 50%	191 53%	60 69%	75 62%	68 53%	75 61%	47 42%	54 33%	112 56%	105 50%	85 52%	77 48%	107 54%	79 45%	89 51%	60 55%	43 57%	320 51%

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Table 6

**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	727	200	258	46	138	-	362	195	180	88	365	362
Weighted base	732	190	267	54	136	-	378	181	157	123	354	378
Will definitely vote that way	354 48%	93 49%	138 52%	17 32%	75 56%	-	-	99 55%	101 64%	46 37%	354 100%	-
Might end up voting differently	378 52%	97 51%	129 48%	37 68%	60 44%	-	378 100%	82 45%	56 36%	77 63%	-	378 100%

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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 ...**

**-David Cameron, the Prime Minister**

**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	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
NET: Any positive	390	193	197	47	75	44	63	59	102	115	106	80	89	102	123	71	64	30	341
	39%	39%	38%	39%	44%	25%	35%	40%	48%	43%	38%	36%	38%	38%	48%	29%	46%	33%	40%
75 to 100	107	47	60	4	9	7	19	21	47	32	29	19	28	25	37	15	18	11	92
	11%	10%	12%	3%	5%	4%	11%	14%	22%	12%	10%	9%	12%	9%	14%	6%	13%	12%	11%
50 to 74	154	71	83	26	31	19	17	23	38	42	46	37	30	40	48	32	24	10	136
	15%	14%	16%	21%	19%	11%	10%	15%	18%	16%	16%	17%	13%	15%	19%	13%	17%	11%	16%
25 to 49	52	34	18	7	13	5	12	7	9	16	13	11	13	15	15	9	9	4	46
	5%	7%	4%	5%	8%	3%	7%	5%	4%	6%	5%	5%	5%	6%	6%	4%	7%	4%	5%
1 to 24	76	41	35	11	22	12	14	8	9	25	19	13	19	21	22	15	13	5	66
	8%	8%	7%	9%	13%	7%	8%	6%	4%	9%	7%	6%	8%	8%	9%	6%	9%	5%	8%
Neutral	231	103	128	29	44	44	39	32	43	64	59	48	60	66	54	58	29	24	200
	23%	21%	25%	24%	26%	26%	22%	22%	20%	24%	21%	22%	26%	24%	21%	24%	20%	26%	23%
-1 to -24	31	21	9	15	3	3	3	3	4	5	11	9	6	10	10	6	4	1	29
	3%	4%	2%	12%	2%	2%	2%	2%	2%	2%	4%	4%	2%	4%	4%	3%	3%	1%	3%
-25 to -49	17	11	7	2	6	3	2	2	3	7	6	3	1	10	4	2	2	-	16
	2%	2%	1%	1%	3%	1%	1%	1%	2%	3%	2%	1%	1%	4%	1%	1%	1%	-	2%
-50 to -74	80	40	39	5	17	26	14	11	6	23	21	19	16	30	12	18	8	12	65
	8%	8%	8%	4%	10%	15%	8%	7%	3%	9%	8%	9%	7%	11%	5%	7%	6%	13%	7%
-75 to -100	252	121	131	22	25	52	56	42	55	55	76	60	61	53	55	86	34	24	212
	25%	25%	26%	19%	15%	30%	32%	28%	26%	21%	27%	27%	26%	20%	21%	36%	24%	27%	25%
NET: Any negative	380	193	187	44	51	84	75	57	68	91	115	92	83	102	81	112	48	37	322
	38%	39%	37%	36%	30%	49%	43%	38%	32%	34%	41%	42%	36%	38%	31%	46%	34%	41%	37%
Mean	-9.27	-9.97	-8.61	-4.92	-2.25	-26.11	-17.99	-8.73	3.07	-3.99	-11.44	-13.10	-9.21	-7.21	1.35	-24.16	-3.88	-14.45	-8.24
Standard deviation	63.43	62.08	64.74	54.22	53.63	57.47	65.44	68.20	71.21	60.72	64.56	63.94	64.62	59.02	63.22	64.20	64.94	65.73	63.00
Standard error	2.00	2.77	2.90	5.78	4.35	4.27	4.52	5.31	4.97	3.37	4.28	4.39	4.20	3.55	4.01	4.14	5.34	7.01	2.14

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 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 ...**

**-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	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
NET: Any positive	390 39%	155 82%	69 26%	22 42%	50 37%	54 33%	197 40%	151 72%	39 22%	39 30%	154 43%	162 43%
75 to 100	107 11%	65 34%	11 4%	2 3%	6 4%	12 7%	30 6%	60 29%	9 5%	7 5%	63 18%	24 6%
50 to 74	154 15%	57 30%	27 10%	16 30%	19 14%	24 15%	85 17%	51 25%	13 7%	22 17%	56 16%	68 18%
25 to 49	52 5%	18 9%	11 4%	2 3%	14 11%	6 4%	32 7%	21 10%	6 3%	4 3%	14 4%	31 8%
1 to 24	76 8%	16 8%	21 8%	3 6%	11 8%	12 7%	50 10%	18 9%	11 7%	7 5%	20 6%	40 11%
Neutral	231 23%	25 13%	58 22%	13 24%	19 14%	67 40%	127 26%	26 13%	36 21%	30 23%	51 14%	81 21%
-1 to -24	31 3%	4 2%	16 6%	1 2%	2 2%	2 1%	16 3%	3 2%	7 4%	5 4%	10 3%	14 4%
-25 to -49	17 2%	1 *	10 4%	1 3%	1 1%	2 1%	10 2%	1 1%	7 4%	3 2%	7 2%	9 2%
-50 to -74	80 8%	1 1%	27 10%	5 10%	13 10%	15 9%	50 10%	10 5%	20 11%	15 11%	21 6%	36 10%
-75 to -100	252 25%	3 2%	86 32%	10 20%	51 37%	27 16%	92 19%	16 8%	65 37%	39 30%	111 31%	76 20%
NET: Any negative	380 38%	10 5%	140 52%	18 34%	67 50%	45 27%	168 34%	31 15%	99 57%	62 47%	149 42%	135 36%
Mean	-9.27	48.75	-27.03	-5.79	-27.43	-5.04	-6.49	33.44	-34.09	-20.87	-8.05	-6.53
Standard deviation	63.43	41.70	58.48	56.52	63.86	52.94	56.02	54.99	59.56	61.05	72.56	57.58
Standard error	2.00	2.95	3.64	8.33	5.44	3.99	2.56	3.67	4.21	6.26	3.80	3.03

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 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 ...**

**-Ed Miliband, the Labour 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	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
NET: Any positive	334	160	175	45	62	49	50	50	79	80	89	72	94	85	73	93	54	29	283
	33%	33%	34%	37%	37%	29%	28%	34%	37%	30%	32%	33%	40%	31%	28%	39%	38%	32%	33%
75 to 100	89	39	51	11	3	13	11	14	37	18	18	20	34	18	23	30	12	5	73
	9%	8%	10%	9%	2%	8%	7%	9%	17%	7%	6%	9%	15%	7%	9%	13%	9%	6%	8%
50 to 74	95	45	50	18	14	17	16	19	12	18	32	22	23	24	19	29	11	13	81
	9%	9%	10%	15%	8%	10%	9%	13%	5%	7%	11%	10%	10%	9%	7%	12%	7%	14%	9%
25 to 49	55	30	26	6	21	2	8	6	12	13	15	12	16	15	11	16	9	4	48
	6%	6%	5%	5%	13%	1%	5%	4%	6%	5%	5%	5%	7%	6%	4%	7%	7%	4%	6%
1 to 24	95	47	48	10	24	17	14	11	19	31	25	19	21	28	20	18	21	8	81
	9%	10%	9%	8%	14%	10%	8%	8%	9%	11%	9%	9%	9%	10%	8%	7%	15%	8%	9%
Neutral	273	125	148	42	49	56	52	33	40	90	64	59	61	75	68	63	41	26	236
	27%	26%	29%	35%	29%	33%	30%	23%	19%	33%	23%	27%	26%	28%	26%	26%	29%	28%	27%
-1 to -24	40	18	22	8	11	5	6	4	6	19	10	4	7	12	13	10	4	2	38
	4%	4%	4%	7%	6%	3%	3%	3%	3%	7%	4%	2%	3%	4%	5%	4%	3%	2%	4%
-25 to -49	16	12	4	2	7	2	3	2	-	5	9	1	2	6	2	5	2	1	14
	2%	3%	1%	1%	4%	1%	2%	1%	-	2%	3%	*	1%	2%	1%	2%	2%	2%	2%
-50 to -74	92	54	38	9	10	26	21	12	14	26	31	22	13	29	25	22	9	7	84
	9%	11%	7%	8%	6%	15%	12%	8%	7%	10%	11%	10%	6%	11%	10%	9%	6%	7%	10%
-75 to -100	245	120	124	15	31	33	44	47	75	50	77	62	56	64	76	48	32	25	207
	24%	25%	24%	12%	18%	19%	25%	32%	35%	19%	27%	28%	24%	23%	30%	20%	22%	28%	24%
NET: Any negative	393	205	188	34	58	67	75	65	95	100	127	89	77	110	116	84	47	36	343
	39%	42%	37%	28%	34%	39%	42%	44%	44%	37%	45%	40%	33%	41%	45%	35%	33%	39%	40%
Mean	-13.24	-15.63	-10.95	2.03	-11.11	-12.74	-18.32	-18.88	-15.84	-11.68	-19.69	-16.40	-4.28	-15.47	-20.46	-3.73	-9.82	-16.69	-13.60
Standard deviation	59.92	59.11	60.66	52.10	48.84	55.17	58.37	64.98	71.37	52.35	59.84	62.64	64.66	57.19	61.73	61.52	57.77	59.33	59.43
Standard error	1.89	2.64	2.72	5.55	3.96	4.10	4.03	5.06	4.98	2.91	3.96	4.30	4.20	3.44	3.92	3.97	4.75	6.32	2.02

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 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 ...**

**-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	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
NET: Any positive	334	42	163	22	33	36	153	41	106	50	155	129
	33%	22%	61%	41%	24%	22%	31%	20%	61%	38%	44%	34%
75 to 100	89	5	65	3	5	6	20	5	49	7	61	18
	9%	3%	24%	5%	3%	4%	4%	2%	28%	5%	17%	5%
50 to 74	95	15	45	6	8	13	46	15	26	16	41	36
	9%	8%	17%	12%	6%	8%	9%	7%	15%	12%	12%	9%
25 to 49	55	12	18	6	6	7	34	10	13	8	19	29
	6%	6%	7%	12%	4%	4%	7%	5%	7%	6%	5%	8%
1 to 24	95	10	36	6	14	9	53	11	18	19	34	46
	9%	5%	14%	12%	11%	6%	11%	5%	10%	15%	10%	12%
Neutral	273	36	65	15	26	70	157	32	38	36	59	106
	27%	19%	24%	28%	19%	42%	32%	16%	22%	28%	17%	28%
-1 to -24	40	8	9	-	3	7	22	13	5	5	9	18
	4%	4%	3%	-	2%	4%	4%	6%	3%	4%	3%	5%
-25 to -49	16	3	5	1	5	4	15	6	-	4	-	13
	2%	2%	2%	1%	3%	2%	3%	3%	-	3%	-	3%
-50 to -74	92	26	9	8	16	16	52	29	7	15	27	41
	9%	14%	3%	14%	12%	10%	11%	14%	4%	11%	8%	11%
-75 to -100	245	75	16	8	53	33	93	86	18	22	103	73
	24%	40%	6%	15%	39%	20%	19%	42%	10%	17%	29%	19%
NET: Any negative	393	112	39	17	76	60	182	135	30	45	139	144
	39%	59%	15%	31%	56%	36%	37%	65%	17%	35%	39%	38%
Mean	-13.24	-37.54	27.50	-5.88	-36.86	-15.90	-12.87	-41.79	25.85	-8.11	-7.53	-12.13
Standard deviation	59.92	57.90	51.08	53.06	57.75	50.40	51.78	56.87	58.56	52.94	70.37	52.93
Standard error	1.89	4.09	3.18	7.82	4.92	3.80	2.37	3.80	4.14	5.43	3.68	2.78

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 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 ...**

**-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	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
NET: Any positive	241 24%	108 22%	133 26%	31 26%	44 26%	39 23%	30 17%	31 21%	64 30%	61 22%	65 23%	50 23%	66 29%	67 25%	67 26%	50 21%	39 28%	17 19%	210 24%
75 to 100	41 4%	15 3%	27 5%	6 5%	4 2%	7 4%	1 1%	5 3%	18 8%	11 4%	14 5%	6 3%	11 5%	9 3%	12 5%	11 5%	5 3%	5 5%	35 4%
50 to 74	74 7%	40 8%	35 7%	10 8%	14 8%	7 4%	13 7%	7 5%	23 11%	17 6%	17 6%	17 8%	23 10%	20 8%	22 9%	15 6%	12 8%	5 5%	67 8%
25 to 49	53 5%	20 4%	33 7%	4 3%	10 6%	12 7%	7 4%	9 6%	11 5%	11 4%	14 5%	17 8%	11 5%	11 4%	19 7%	15 6%	8 5%	1 1%	49 6%
1 to 24	72 7%	34 7%	38 7%	12 10%	16 9%	13 8%	9 5%	10 7%	12 6%	21 8%	20 7%	9 4%	22 10%	27 10%	15 6%	9 4%	15 11%	7 8%	59 7%
Neutral	282 28%	119 24%	163 32%	38 32%	55 32%	50 29%	62 35%	37 25%	40 19%	79 29%	73 26%	63 29%	67 29%	84 31%	67 26%	66 27%	42 29%	24 26%	248 29%
-1 to -24	56 6%	30 6%	26 5%	11 9%	16 10%	9 5%	5 3%	8 6%	7 3%	19 7%	18 6%	9 4%	11 5%	21 8%	12 4%	12 5%	4 3%	9 10%	46 5%
-25 to -49	21 2%	15 3%	6 1%	1 1%	4 2%	4 2%	4 2%	2 2%	6 3%	10 4%	4 1%	3 2%	4 2%	5 2%	5 2%	5 2%	6 4%	1 1%	18 2%
-50 to -74	96 10%	59 12%	37 7%	16 13%	18 11%	20 12%	20 11%	12 8%	10 5%	25 9%	29 10%	29 13%	13 6%	17 6%	28 11%	25 10%	16 11%	10 11%	82 10%
-75 to -100	304 30%	158 32%	146 28%	23 19%	32 19%	50 29%	55 31%	57 39%	87 41%	77 28%	91 33%	65 30%	71 31%	77 29%	78 30%	84 35%	35 25%	29 32%	258 30%
NET: Any negative	478 48%	262 54%	215 42%	51 42%	71 42%	83 48%	84 48%	79 54%	109 51%	131 48%	142 51%	106 49%	99 42%	120 44%	124 48%	125 52%	61 43%	49 54%	404 47%
Mean	-25.83	-30.52	-21.34	-15.13	-16.63	-27.11	-30.83	-35.15	-27.56	-25.49	-28.03	-27.25	-22.22	-23.48	-25.21	-30.37	-21.15	-29.85	-25.18
Standard deviation	56.75	55.97	57.19	52.03	49.94	53.99	52.21	57.07	67.64	54.25	58.05	55.82	59.04	54.81	58.05	58.74	54.46	57.02	56.69
Standard error	1.79	2.50	2.56	5.55	4.05	4.01	3.60	4.44	4.72	3.01	3.84	3.83	3.84	3.29	3.69	3.79	4.48	6.08	1.93



**The Ashcroft National Poll**  
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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 ...**

**-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	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
NET: Any positive	241 24%	61 32%	55 21%	38 70%	18 13%	32 19%	130 26%	51 25%	34 20%	49 37%	90 25%	106 28%
75 to 100	41 4%	9 5%	10 4%	10 19%	1 *	5 3%	22 5%	8 4%	5 3%	10 7%	14 4%	19 5%
50 to 74	74 7%	21 11%	16 6%	16 30%	4 3%	9 5%	40 8%	17 8%	12 7%	19 15%	33 9%	31 8%
25 to 49	53 5%	13 7%	14 5%	5 10%	5 4%	9 5%	28 6%	14 7%	6 3%	10 7%	18 5%	23 6%
1 to 24	72 7%	18 10%	15 6%	6 12%	9 6%	10 6%	40 8%	13 6%	12 7%	10 8%	25 7%	32 9%
Neutral	282 28%	54 28%	62 23%	11 21%	26 19%	83 50%	152 31%	53 26%	42 24%	18 14%	70 20%	94 25%
-1 to -24	56 6%	10 5%	23 9%	2 3%	4 3%	6 3%	30 6%	12 6%	12 7%	12 9%	21 6%	25 7%
-25 to -49	21 2%	8 4%	3 1%	- -	4 3%	5 3%	8 2%	9 4%	2 1%	4 3%	11 3%	5 1%
-50 to -74	96 10%	18 10%	37 14%	1 2%	17 13%	4 2%	60 12%	20 10%	13 8%	20 15%	26 7%	57 15%
-75 to -100	304 30%	39 21%	86 32%	2 3%	67 49%	36 22%	112 23%	62 30%	70 40%	28 22%	137 39%	92 24%
NET: Any negative	478 48%	75 39%	150 56%	5 9%	92 68%	51 31%	210 43%	104 50%	97 56%	64 49%	195 55%	179 47%
Mean	-25.83	-13.80	-30.80	33.96	-53.06	-15.83	-18.34	-26.43	-35.83	-12.67	-32.60	-20.63
Standard deviation	56.75	54.18	55.28	44.36	50.93	49.56	54.01	56.86	56.89	59.51	60.28	55.64
Standard error	1.79	3.83	3.44	6.54	4.34	3.74	2.47	3.80	4.02	6.11	3.15	2.92

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 2014**

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 Conservative Party**

**Base: All respondents**

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
NET: Any positive	343	164	179	38	53	47	52	57	96	105	96	66	76	93	107	63	51	29	300
	34%	34%	35%	31%	31%	28%	30%	38%	45%	39%	34%	30%	33%	35%	41%	26%	36%	32%	35%
75 to 100	96	38	59	6	5	9	17	19	41	25	37	15	19	26	31	12	16	12	82
	10%	8%	11%	5%	3%	5%	9%	13%	19%	9%	13%	7%	8%	10%	12%	5%	11%	13%	10%
50 to 74	126	63	63	15	22	16	16	24	34	42	30	29	25	36	40	22	21	7	110
	13%	13%	12%	12%	13%	9%	9%	16%	16%	16%	11%	13%	11%	13%	15%	9%	15%	8%	13%
25 to 49	50	31	19	5	14	8	12	3	8	15	13	11	11	13	14	13	5	4	46
	5%	6%	4%	4%	8%	5%	7%	2%	4%	6%	5%	5%	5%	5%	6%	5%	4%	4%	5%
1 to 24	71	33	38	13	11	14	8	10	14	23	16	11	21	18	22	15	9	6	62
	7%	7%	7%	10%	7%	8%	5%	7%	7%	8%	6%	5%	9%	7%	9%	6%	7%	6%	7%
Neutral	264	126	137	41	55	37	49	34	47	73	62	65	63	76	64	58	44	22	228
	26%	26%	27%	34%	32%	22%	28%	23%	22%	27%	22%	29%	27%	28%	25%	24%	31%	25%	26%
-1 to -24	44	26	17	17	8	7	6	4	2	13	14	7	9	10	13	9	8	3	36
	4%	5%	3%	14%	5%	4%	3%	2%	1%	5%	5%	3%	4%	4%	5%	4%	6%	4%	4%
-25 to -49	20	11	9	2	9	3	1	-	6	4	6	4	6	5	4	6	2	2	16
	2%	2%	2%	1%	5%	2%	*	-	3%	2%	2%	2%	3%	2%	1%	3%	1%	3%	2%
-50 to -74	75	38	37	6	14	17	21	8	8	19	28	17	11	21	18	26	4	6	68
	7%	8%	7%	5%	8%	10%	12%	6%	4%	7%	10%	8%	5%	8%	7%	11%	3%	6%	8%
-75 to -100	256	124	132	17	31	61	48	45	54	55	73	61	67	65	52	78	33	28	214
	26%	25%	26%	14%	19%	35%	27%	31%	25%	20%	26%	28%	29%	24%	20%	32%	23%	31%	25%
NET: Any negative	394	199	195	42	62	87	76	57	70	92	121	89	93	101	87	120	46	40	334
	39%	41%	38%	35%	37%	51%	43%	39%	33%	34%	43%	40%	40%	38%	34%	50%	33%	44%	39%
Mean	-11.73	-12.90	-10.60	-4.55	-11.34	-27.39	-16.83	-11.40	0.53	-4.28	-11.75	-15.85	-16.48	-9.86	-2.78	-25.77	-4.61	-16.51	-11.08
Standard deviation	61.62	59.73	63.41	46.96	51.70	59.34	61.67	68.10	70.06	57.80	64.41	61.36	62.29	60.48	61.03	58.98	62.10	66.89	60.99
Standard error	1.95	2.67	2.84	5.01	4.19	4.41	4.26	5.30	4.89	3.21	4.27	4.21	4.05	3.63	3.88	3.81	5.10	7.13	2.07

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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 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	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
NET: Any positive	343	161	44	20	35	54	176	148	33	33	132	142
	34%	85%	16%	38%	26%	33%	36%	71%	19%	25%	37%	38%
75 to 100	96	64	5	5	5	13	24	57	4	10	60	19
	10%	34%	2%	9%	3%	8%	5%	28%	3%	7%	17%	5%
50 to 74	126	66	10	7	13	16	70	55	10	14	43	62
	13%	35%	4%	13%	9%	9%	14%	26%	6%	10%	12%	16%
25 to 49	50	18	14	4	4	9	30	18	7	6	16	25
	5%	9%	5%	8%	3%	5%	6%	9%	4%	4%	4%	7%
1 to 24	71	14	16	4	13	17	51	18	12	4	14	36
	7%	7%	6%	7%	10%	10%	10%	9%	7%	3%	4%	9%
Neutral	264	22	66	14	31	76	145	30	34	24	54	92
	26%	12%	25%	26%	23%	46%	29%	14%	19%	18%	15%	24%
-1 to -24	44	2	19	3	7	2	21	6	11	12	19	19
	4%	1%	7%	6%	5%	1%	4%	3%	6%	9%	5%	5%
-25 to -49	20	-	8	3	2	5	12	1	6	4	7	7
	2%	-	3%	5%	2%	3%	2%	1%	4%	3%	2%	2%
-50 to -74	75	3	32	4	18	3	39	14	16	17	31	36
	7%	1%	12%	8%	13%	2%	8%	7%	9%	13%	9%	9%
-75 to -100	256	2	97	9	42	26	101	9	74	41	112	83
	26%	1%	36%	17%	31%	16%	20%	5%	43%	31%	32%	22%
NET: Any negative	394	6	157	19	70	36	171	30	107	74	168	144
	39%	3%	59%	36%	51%	21%	35%	15%	62%	56%	47%	38%
Mean	-11.73	52.27	-37.00	-4.29	-28.48	-2.02	-9.47	35.32	-40.08	-24.29	-12.19	-10.51
Standard deviation	61.62	38.29	52.12	57.23	56.86	50.38	54.58	52.10	56.68	60.20	70.79	56.75
Standard error	1.95	2.71	3.24	8.44	4.84	3.80	2.49	3.48	4.01	6.18	3.71	2.98

**The Ashcroft National Poll**  
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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 Labour Party**

**Base: All respondents**

	Gender		Age						Class				Region					NET: Eng-land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West		Scot-land
Unweighted base	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
NET: Any positive	376	176	200	58	70	62	50	54	82	106	97	78	95	92	82	109	49	43	311
	38%	36%	39%	48%	41%	36%	28%	36%	38%	39%	35%	36%	41%	34%	32%	45%	34%	48%	36%
75 to 100	110	54	55	16	8	18	13	20	35	28	17	24	41	18	23	42	14	12	87
	11%	11%	11%	14%	4%	10%	7%	13%	16%	10%	6%	11%	18%	7%	9%	18%	10%	13%	10%
50 to 74	130	54	77	25	24	18	17	17	28	38	33	28	33	39	24	40	11	16	111
	13%	11%	15%	21%	14%	11%	10%	12%	13%	14%	12%	13%	14%	14%	10%	17%	8%	17%	13%
25 to 49	52	24	28	3	16	9	10	6	7	19	16	11	5	9	14	13	8	7	42
	5%	5%	5%	3%	10%	5%	6%	4%	3%	7%	6%	5%	2%	3%	5%	6%	6%	7%	5%
1 to 24	84	44	40	13	22	17	10	11	11	21	31	16	17	26	20	14	15	9	70
	8%	9%	8%	11%	13%	10%	5%	7%	5%	8%	11%	7%	7%	26%	8%	6%	10%	10%	8%
Neutral	270	134	136	37	58	45	57	32	41	76	71	57	66	77	66	59	48	20	237
	27%	27%	27%	31%	34%	26%	32%	22%	19%	28%	25%	26%	29%	28%	26%	24%	34%	22%	27%
-1 to -24	39	18	22	9	4	6	11	5	5	15	11	5	8	13	9	10	7	*	37
	4%	4%	4%	8%	2%	3%	6%	3%	2%	5%	4%	2%	4%	5%	3%	4%	5%	*	4%
-25 to -49	23	16	7	1	6	7	5	2	2	13	6	2	1	8	3	5	4	2	21
	2%	3%	1%	1%	4%	4%	3%	2%	1%	5%	2%	1%	1%	3%	1%	2%	3%	2%	2%
-50 to -74	81	44	37	4	16	19	17	10	15	23	28	19	11	25	22	19	8	7	73
	8%	9%	7%	4%	9%	11%	10%	7%	7%	8%	10%	9%	5%	9%	9%	8%	6%	8%	8%
-75 to -100	212	102	110	11	15	33	38	45	70	38	67	58	50	56	75	39	25	17	183
	21%	21%	22%	9%	9%	19%	22%	30%	33%	14%	24%	26%	21%	21%	29%	16%	17%	19%	21%
NET: Any negative	355	180	175	26	41	65	70	62	91	88	112	84	70	101	110	73	44	27	315
	35%	37%	34%	21%	24%	38%	40%	42%	43%	33%	40%	38%	30%	37%	43%	30%	31%	30%	36%
Mean	-6.34	-7.54	-5.19	14.09	1.30	-8.15	-13.06	-13.84	-11.73	-0.42	-14.37	-11.41	1.26	-10.15	-17.73	6.18	-4.98	2.02	-7.69
Standard deviation	60.45	59.80	61.11	51.21	45.92	57.89	56.76	67.59	71.59	54.53	58.17	63.73	65.08	56.82	61.99	62.38	56.33	61.38	59.85
Standard error	1.91	2.67	2.74	5.46	3.72	4.30	3.92	5.26	5.00	3.03	3.85	4.38	4.23	3.41	3.94	4.03	4.63	6.54	2.03

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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 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	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
NET: Any positive	376 38%	41 22%	205 77%	25 46%	25 19%	38 23%	177 36%	45 22%	122 70%	55 42%	168 47%	150 40%
75 to 100	110 11%	1 1%	86 32%	4 7%	2 2%	5 3%	23 5%	2 1%	57 33%	11 8%	76 21%	20 5%
50 to 74	130 13%	14 7%	70 26%	8 15%	14 10%	12 7%	71 14%	15 7%	39 22%	23 18%	53 15%	61 16%
25 to 49	52 5%	16 9%	19 7%	3 6%	2 2%	7 4%	30 6%	17 8%	10 6%	11 8%	19 5%	25 7%
1 to 24	84 8%	10 5%	31 11%	9 18%	7 5%	13 8%	54 11%	11 5%	16 9%	9 7%	21 6%	44 12%
Neutral	270 27%	43 22%	45 17%	18 33%	31 23%	79 48%	155 32%	42 20%	31 18%	35 26%	55 16%	101 27%
-1 to -24	39 4%	12 6%	4 2%	4 7%	6 4%	8 5%	25 5%	11 5%	5 3%	7 5%	9 3%	19 5%
-25 to -49	23 2%	9 5%	- -	- -	4 3%	4 2%	15 3%	8 4%	- -	7 5%	7 2%	13 3%
-50 to -74	81 8%	28 15%	10 4%	3 5%	16 12%	6 4%	46 9%	31 15%	7 4%	10 8%	21 6%	43 11%
-75 to -100	212 21%	58 30%	3 1%	5 9%	54 40%	31 19%	73 15%	71 34%	9 5%	18 13%	95 27%	53 14%
NET: Any negative	355 35%	106 56%	17 7%	11 21%	80 59%	49 30%	160 32%	121 58%	21 12%	42 32%	131 37%	128 34%
Mean	-6.34	-32.55	44.49	6.93	-37.97	-12.43	-5.91	-35.04	37.54	2.45	0.40	-4.39
Standard deviation	60.45	52.22	43.95	47.42	56.59	48.52	50.69	53.84	53.07	54.28	71.77	51.76
Standard error	1.91	3.69	2.74	6.99	4.82	3.66	2.32	3.60	3.75	5.57	3.76	2.72

**The Ashcroft National Poll**  
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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 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	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
NET: Any positive	236 24%	108 22%	128 25%	30 25%	49 29%	37 22%	29 17%	32 21%	59 28%	61 22%	60 21%	47 21%	69 30%	67 25%	62 24%	49 20%	37 26%	21 24%	202 23%
75 to 100	31 3%	13 3%	18 4%	2 1%	9 6%	5 3%	2 1%	2 1%	11 5%	9 3%	12 4%	- -	10 4%	9 3%	11 4%	7 3%	2 2%	2 2%	28 3%
50 to 74	78 8%	30 6%	49 10%	11 9%	15 9%	10 6%	9 5%	13 9%	21 10%	17 6%	20 7%	18 8%	24 10%	18 7%	18 7%	19 8%	12 9%	11 12%	62 7%
25 to 49	58 6%	30 6%	28 6%	7 6%	11 7%	8 5%	15 9%	7 5%	9 4%	16 6%	15 5%	15 7%	11 5%	20 8%	13 5%	12 5%	8 6%	5 5%	50 6%
1 to 24	69 7%	36 7%	33 6%	11 9%	13 8%	14 8%	3 2%	10 7%	19 9%	19 7%	13 5%	14 6%	24 10%	19 7%	21 8%	11 5%	14 10%	4 4%	62 7%
Neutral	320 32%	146 30%	174 34%	50 42%	55 33%	58 34%	65 37%	46 31%	45 21%	96 36%	92 33%	66 30%	65 28%	89 33%	78 30%	74 31%	46 33%	31 35%	276 32%
-1 to -24	47 5%	25 5%	23 4%	11 9%	11 6%	5 3%	7 4%	5 3%	9 4%	16 6%	14 5%	7 3%	10 4%	16 6%	12 4%	10 4%	5 3%	6 6%	41 5%
-25 to -49	24 2%	13 3%	12 2%	2 2%	10 6%	5 3%	4 2%	1 1%	2 1%	7 3%	8 3%	5 2%	4 2%	2 1%	5 2%	11 4%	4 3%	3 3%	21 2%
-50 to -74	83 8%	52 11%	30 6%	9 8%	13 8%	25 15%	15 8%	8 6%	12 6%	25 9%	22 8%	18 8%	17 8%	26 9%	17 7%	19 8%	17 12%	4 4%	70 8%
-75 to -100	291 29%	146 30%	145 28%	18 15%	32 19%	42 25%	57 32%	56 38%	86 40%	66 24%	84 30%	75 34%	66 28%	72 26%	84 33%	78 32%	33 23%	25 27%	253 29%
NET: Any negative	445 44%	236 48%	209 41%	40 33%	65 39%	77 45%	83 47%	71 48%	109 51%	114 42%	128 46%	106 48%	98 42%	114 42%	118 46%	117 49%	58 41%	37 41%	385 45%
Mean	-24.35	-27.95	-20.91	-10.48	-11.46	-24.46	-30.24	-33.30	-31.28	-20.47	-25.27	-31.39	-21.12	-21.76	-26.68	-28.22	-21.13	-20.22	-24.75
Standard deviation	54.74	53.54	55.71	43.56	52.59	50.17	52.66	56.83	62.48	51.40	55.60	54.11	57.66	53.82	56.87	55.39	51.03	55.40	54.66
Standard error	1.73	2.39	2.49	4.64	4.27	3.73	3.63	4.42	4.36	2.86	3.68	3.72	3.75	3.23	3.61	3.58	4.19	5.91	1.86

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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 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	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
NET: Any positive	236 24%	53 28%	60 23%	43 79%	16 12%	30 18%	129 26%	48 23%	38 22%	46 35%	87 25%	107 28%
75 to 100	31 3%	1 *	9 3%	12 22%	1 1%	7 4%	14 3%	4 2%	6 3%	8 6%	14 4%	8 2%
50 to 74	78 8%	16 9%	18 7%	23 42%	3 2%	7 4%	43 9%	15 7%	13 7%	16 12%	30 8%	37 10%
25 to 49	58 6%	21 11%	17 6%	3 5%	4 3%	4 2%	32 7%	12 6%	8 5%	15 12%	21 6%	31 8%
1 to 24	69 7%	15 8%	16 6%	5 10%	8 6%	13 8%	39 8%	17 8%	11 6%	7 5%	22 6%	30 8%
Neutral	320 32%	67 35%	75 28%	9 16%	32 23%	86 52%	166 34%	58 28%	47 27%	31 24%	90 25%	109 29%
-1 to -24	47 5%	12 6%	14 5%	* 1%	6 4%	8 5%	24 5%	11 5%	9 5%	6 4%	18 5%	18 5%
-25 to -49	24 2%	2 1%	13 5%	- -	3 3%	4 2%	19 4%	4 2%	5 3%	7 5%	6 2%	15 4%
-50 to -74	83 8%	15 8%	23 8%	- -	13 10%	8 5%	49 10%	25 12%	10 6%	14 11%	22 6%	42 11%
-75 to -100	291 29%	41 22%	82 31%	2 3%	66 48%	31 18%	106 22%	62 30%	64 37%	27 21%	132 37%	88 23%
NET: Any negative	445 44%	70 37%	132 49%	2 4%	88 65%	50 30%	198 40%	102 49%	89 51%	54 41%	177 50%	162 43%
Mean	-24.35	-17.14	-26.26	40.37	-50.66	-14.57	-17.28	-28.26	-31.22	-10.08	-30.28	-18.79
Standard deviation	54.74	49.71	54.62	40.25	51.23	47.93	51.03	53.77	57.76	56.30	59.70	51.75
Standard error	1.73	3.51	3.40	5.93	4.36	3.61	2.33	3.59	4.08	5.78	3.12	2.72

**The Ashcroft National Poll**  
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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 ...**

**-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	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
NET: Any positive	308 31%	161 33%	147 29%	27 22%	29 17%	48 28%	66 37%	54 37%	83 39%	62 23%	81 29%	81 37%	83 36%	76 28%	88 34%	77 32%	48 34%	19 21%	270 31%
75 to 100	108 11%	51 10%	57 11%	6 5%	8 5%	8 5%	29 16%	25 17%	31 15%	18 7%	29 10%	26 12%	35 15%	25 9%	29 11%	36 15%	12 9%	6 7%	97 11%
50 to 74	89 9%	50 10%	39 8%	7 6%	7 4%	16 9%	18 10%	17 11%	24 11%	14 5%	22 8%	30 14%	23 10%	23 9%	26 10%	17 7%	18 13%	6 6%	76 9%
25 to 49	50 5%	27 5%	23 5%	3 3%	7 4%	11 6%	9 5%	4 2%	16 8%	18 7%	9 3%	16 7%	7 3%	10 4%	19 7%	12 5%	8 5%	2 2%	45 5%
1 to 24	60 6%	33 7%	27 5%	11 9%	6 4%	13 8%	10 6%	8 6%	12 5%	13 5%	20 7%	9 4%	19 8%	18 7%	15 6%	13 5%	10 7%	5 5%	52 6%
Neutral	272 27%	122 25%	150 29%	34 28%	52 31%	47 27%	52 29%	42 28%	45 21%	69 26%	65 23%	58 27%	79 34%	73 27%	69 27%	57 24%	39 27%	34 38%	228 26%
-1 to -24	20 2%	6 1%	14 3%	4 3%	4 2%	4 2%	1 *	4 3%	4 2%	4 2%	8 3%	5 2%	2 1%	4 2%	7 3%	8 3%	1 1%	- -	19 2%
-25 to -49	12 1%	7 2%	5 1%	4 3%	3 1%	2 1%	1 1%	2 2%	- -	2 1%	6 2%	3 1%	1 *	2 1%	3 1%	4 2%	4 3%	- -	11 1%
-50 to -74	59 6%	33 7%	26 5%	11 9%	14 8%	12 7%	9 5%	4 2%	10 5%	27 10%	19 7%	6 3%	8 3%	13 5%	18 7%	17 7%	8 6%	2 3%	53 6%
-75 to -100	330 33%	161 33%	169 33%	41 34%	68 40%	59 34%	48 27%	42 28%	72 34%	105 39%	100 36%	66 30%	59 25%	102 38%	73 28%	78 32%	41 29%	35 38%	281 33%
NET: Any negative	421 42%	207 42%	214 42%	59 49%	88 52%	77 45%	59 33%	52 35%	86 40%	139 51%	134 48%	80 36%	69 30%	122 45%	100 39%	107 45%	55 39%	37 41%	365 42%
Mean	-18.69	-18.30	-19.07	-28.38	-34.77	-25.58	-6.68	-6.44	-13.34	-32.29	-23.29	-10.36	-5.20	-24.59	-13.45	-16.44	-14.83	-28.07	-18.03
Standard deviation	65.77	65.78	65.82	58.69	58.35	60.50	67.72	69.67	71.12	62.41	65.26	66.69	66.02	65.84	64.61	69.02	63.28	62.81	66.03
Standard error	2.08	2.94	2.95	6.26	4.73	4.50	4.67	5.42	4.97	3.47	4.32	4.58	4.29	3.96	4.10	4.46	5.20	6.70	2.25



**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 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 ...**

**-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	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
NET: Any positive	308 31%	54 28%	54 20%	7 12%	125 92%	33 20%	137 28%	88 42%	45 26%	36 28%	135 38%	117 31%
75 to 100	108 11%	9 5%	4 2%	- -	71 52%	10 6%	30 6%	30 14%	13 8%	10 8%	65 18%	25 7%
50 to 74	89 9%	16 8%	16 6%	2 3%	36 26%	12 7%	53 11%	30 14%	14 8%	10 8%	27 8%	46 12%
25 to 49	50 5%	15 8%	12 4%	2 4%	10 8%	7 4%	27 5%	18 9%	5 3%	10 7%	18 5%	23 6%
1 to 24	60 6%	14 7%	22 8%	2 4%	8 6%	5 3%	27 5%	10 5%	12 7%	6 5%	26 7%	24 6%
Neutral	272 27%	47 25%	62 23%	14 26%	9 7%	81 49%	146 30%	41 20%	47 27%	14 11%	66 19%	85 22%
-1 to -24	20 2%	5 3%	6 2%	- -	- -	5 3%	7 1%	7 4%	2 1%	3 2%	7 2%	4 1%
-25 to -49	12 1%	5 3%	4 2%	- -	- -	1 1%	8 2%	2 1%	- -	3 3%	3 1%	7 2%
-50 to -74	59 6%	20 10%	15 6%	5 9%	- -	13 8%	38 8%	22 10%	11 6%	7 6%	17 5%	27 7%
-75 to -100	330 33%	59 31%	126 47%	28 52%	1 1%	32 19%	157 32%	48 23%	68 39%	67 51%	127 36%	139 37%
NET: Any negative	421 42%	90 47%	152 57%	33 61%	1 1%	51 31%	210 43%	79 38%	82 47%	81 62%	153 43%	176 47%
Mean	-18.69	-24.86	-42.56	-51.96	66.35	-12.73	-21.66	-3.71	-29.52	-40.21	-14.20	-24.46
Standard deviation	65.77	58.27	57.67	53.62	36.44	52.44	61.17	65.49	64.72	68.16	73.35	64.33
Standard error	2.08	4.12	3.59	7.91	3.10	3.95	2.79	4.38	4.58	6.99	3.84	3.38

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 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 ...**

**-Nigel Farage, the UKIP 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	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
NET: Any positive	299 30%	171 35%	128 25%	18 15%	32 19%	42 25%	68 39%	55 37%	84 39%	61 23%	79 28%	75 34%	85 37%	75 28%	89 34%	72 30%	47 33%	15 17%	264 31%
75 to 100	111 11%	64 13%	46 9%	10 8%	11 6%	9 5%	29 17%	22 15%	29 14%	18 7%	31 11%	31 14%	30 13%	31 11%	29 11%	31 13%	16 11%	4 5%	100 12%
50 to 74	85 9%	48 10%	38 7%	4 3%	8 5%	12 7%	15 8%	14 10%	32 15%	11 4%	23 8%	21 10%	30 13%	22 8%	26 10%	17 7%	14 10%	6 7%	73 9%
25 to 49	39 4%	20 4%	19 4%	1 1%	8 4%	9 5%	9 5%	4 3%	9 4%	16 6%	8 3%	10 5%	6 3%	8 3%	17 7%	6 3%	7 5%	2 2%	35 4%
1 to 24	63 6%	39 8%	25 5%	3 2%	6 3%	12 7%	16 9%	14 10%	13 6%	16 6%	17 6%	12 5%	18 8%	15 5%	17 7%	18 8%	10 7%	3 3%	56 6%
Neutral	282 28%	120 25%	162 32%	41 34%	47 28%	54 31%	53 30%	43 29%	44 21%	78 29%	66 24%	65 30%	74 32%	65 24%	72 28%	70 29%	40 28%	36 40%	235 27%
-1 to -24	18 2%	5 1%	13 3%	3 3%	3 2%	4 2%	- -	3 2%	5 2%	4 2%	8 3%	4 2%	3 1%	8 3%	1 *	6 3%	2 1%	1 2%	17 2%
-25 to -49	17 2%	14 3%	2 *	5 4%	5 3%	2 1%	2 1%	1 1%	2 1%	5 2%	4 2%	6 3%	1 *	5 2%	5 2%	3 1%	3 2%	- -	15 2%
-50 to -74	50 5%	26 5%	24 5%	6 5%	14 8%	14 8%	9 5%	4 3%	3 2%	21 8%	18 7%	6 3%	4 2%	14 5%	16 6%	10 4%	6 5%	4 5%	44 5%
-75 to -100	335 33%	153 31%	182 36%	47 39%	69 41%	56 32%	45 25%	42 29%	76 35%	101 37%	105 38%	64 29%	65 28%	103 38%	75 29%	80 33%	43 30%	33 37%	288 33%
NET: Any negative	420 42%	198 41%	221 43%	62 51%	90 53%	76 44%	56 32%	50 34%	86 40%	131 49%	136 48%	80 36%	73 32%	130 48%	97 38%	99 41%	54 38%	39 43%	364 42%
Mean	-18.98	-14.00	-23.75	-31.80	-34.42	-25.65	-4.94	-9.28	-12.45	-30.30	-24.07	-10.47	-7.72	-24.85	-13.64	-17.25	-13.82	-29.33	-18.46
Standard deviation	65.65	66.90	64.13	60.58	59.90	58.59	66.50	67.39	72.14	60.70	67.32	66.33	66.05	66.90	65.10	66.36	66.07	59.34	66.12
Standard error	2.07	2.99	2.87	6.46	4.86	4.35	4.59	5.25	5.04	3.37	4.46	4.56	4.29	4.02	4.13	4.28	5.43	6.33	2.25

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 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 ...**

**-Nigel Farage, the UKIP 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	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
NET: Any positive	299 30%	54 29%	48 18%	7 13%	121 89%	29 17%	125 25%	88 42%	46 27%	31 24%	136 38%	110 29%
75 to 100	111 11%	8 4%	6 2%	1 2%	73 54%	7 4%	34 7%	33 16%	15 9%	12 9%	63 18%	31 8%
50 to 74	85 9%	16 9%	15 6%	2 4%	31 23%	10 6%	45 9%	25 12%	11 6%	8 6%	30 8%	40 10%
25 to 49	39 4%	10 5%	9 3%	1 3%	10 7%	6 3%	22 4%	18 9%	6 3%	5 4%	14 4%	17 5%
1 to 24	63 6%	20 10%	18 7%	2 4%	7 5%	6 4%	24 5%	12 6%	14 8%	6 5%	29 8%	22 6%
Neutral	282 28%	41 22%	75 28%	15 28%	11 8%	79 48%	155 32%	41 20%	48 28%	16 13%	64 18%	96 25%
-1 to -24	18 2%	7 4%	5 2%	- -	- -	3 2%	8 2%	7 3%	2 1%	2 1%	8 2%	6 2%
-25 to -49	17 2%	6 3%	3 1%	2 3%	1 1%	3 2%	8 2%	7 3%	3 2%	- -	5 1%	8 2%
-50 to -74	50 5%	15 8%	13 5%	3 5%	1 *	12 7%	34 7%	15 7%	9 5%	10 8%	13 4%	23 6%
-75 to -100	335 33%	67 35%	123 46%	27 51%	2 2%	41 25%	162 33%	51 25%	65 38%	72 55%	129 36%	135 36%
NET: Any negative	420 42%	95 50%	144 54%	32 59%	4 3%	58 35%	212 43%	79 38%	79 45%	84 64%	154 44%	172 45%
Mean	-18.98	-27.59	-40.77	-48.44	63.58	-19.83	-23.07	-4.17	-26.44	-44.47	-14.31	-23.66
Standard deviation	65.65	58.91	57.61	55.70	41.07	52.92	60.82	66.05	64.76	67.16	73.40	63.65
Standard error	2.07	4.17	3.59	8.21	3.50	3.99	2.78	4.41	4.58	6.89	3.84	3.35

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 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 ...**

**-George Osborne, the 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	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
NET: Any positive	275 27%	143 29%	132 26%	29 24%	35 21%	34 20%	45 26%	46 31%	86 40%	79 29%	76 27%	50 23%	71 30%	76 28%	83 32%	54 22%	41 29%	21 23%	245 28%
75 to 100	69 7%	30 6%	38 8%	10 8%	4 3%	4 2%	9 5%	11 7%	31 14%	14 5%	26 9%	11 5%	17 7%	14 5%	18 7%	17 7%	11 8%	9 10%	60 7%
50 to 74	95 10%	48 10%	47 9%	6 5%	10 6%	11 7%	16 9%	15 10%	37 17%	32 12%	19 7%	20 9%	25 11%	23 9%	35 14%	18 8%	11 8%	7 8%	86 10%
25 to 49	52 5%	32 7%	20 4%	5 4%	11 6%	6 3%	11 6%	10 6%	11 5%	15 5%	16 6%	9 4%	13 6%	20 7%	12 5%	9 4%	9 7%	2 3%	46 5%
1 to 24	58 6%	32 7%	26 5%	8 7%	10 6%	13 7%	10 6%	10 7%	8 4%	18 7%	14 5%	10 5%	16 7%	19 7%	18 7%	10 4%	9 6%	2 2%	53 6%
Neutral	380 38%	166 34%	213 42%	61 51%	80 47%	72 42%	66 37%	50 34%	51 24%	101 37%	95 34%	92 42%	92 39%	108 40%	96 37%	89 37%	57 40%	30 34%	329 38%
-1 to -24	31 3%	15 3%	16 3%	7 6%	5 3%	8 5%	1 1%	5 3%	4 2%	10 4%	12 4%	2 1%	8 3%	11 4%	3 1%	10 4%	6 4%	2 2%	28 3%
-25 to -49	14 1%	12 2%	2 *	6 5%	4 2%	2 1%	1 *	1 1%	- -	4 2%	7 3%	2 1%	- -	7 2%	4 2%	1 1%	1 1%	1 1%	13 2%
-50 to -74	79 8%	41 8%	38 7%	4 3%	18 10%	18 11%	16 9%	8 5%	15 7%	21 8%	32 11%	17 8%	9 4%	21 8%	19 7%	21 9%	6 4%	13 14%	64 7%
-75 to -100	222 22%	112 23%	110 22%	13 11%	28 17%	37 22%	48 27%	39 26%	57 27%	56 21%	58 21%	56 26%	53 23%	48 18%	53 20%	66 27%	32 22%	24 27%	184 21%
NET: Any negative	346 35%	180 37%	166 33%	30 25%	55 32%	66 39%	66 37%	52 35%	76 36%	90 33%	109 39%	78 35%	70 30%	86 32%	79 30%	98 41%	44 31%	39 44%	288 33%
Mean	-12.74	-13.77	-11.75	-1.94	-14.12	-19.76	-18.95	-14.14	-5.98	-11.02	-12.49	-17.99	-10.08	-10.08	-8.64	-19.94	-9.50	-18.25	-11.43
Standard deviation	56.18	56.32	56.08	46.59	47.26	48.64	57.45	59.56	67.64	53.78	57.27	56.21	57.58	51.64	56.53	57.48	56.81	62.37	55.62
Standard error	1.78	2.51	2.51	4.97	3.83	3.62	3.96	4.64	4.72	2.99	3.79	3.86	3.74	3.10	3.59	3.71	4.67	6.65	1.89

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 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 ...**

**-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	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
NET: Any positive	275 27%	102 54%	44 16%	19 36%	42 31%	38 23%	125 25%	105 50%	34 19%	32 25%	115 33%	106 28%
75 to 100	69 7%	35 18%	4 2%	2 4%	8 6%	9 5%	15 3%	34 16%	4 2%	7 6%	44 12%	11 3%
50 to 74	95 10%	33 17%	11 4%	8 15%	12 9%	20 12%	49 10%	37 18%	10 6%	11 8%	27 8%	40 11%
25 to 49	52 5%	19 10%	14 5%	5 9%	8 6%	3 2%	29 6%	15 7%	10 6%	7 5%	20 6%	28 8%
1 to 24	58 6%	15 8%	14 5%	5 9%	14 10%	6 4%	31 6%	19 9%	10 6%	7 5%	24 7%	26 7%
Neutral	380 38%	65 34%	93 35%	16 29%	38 28%	97 59%	223 45%	65 31%	51 29%	38 29%	90 25%	148 39%
-1 to -24	31 3%	5 3%	16 6%	1 2%	4 3%	2 1%	17 3%	7 3%	7 4%	2 2%	13 4%	15 4%
-25 to -49	14 1%	3 1%	5 2%	2 4%	- -	1 1%	9 2%	4 2%	- -	3 2%	4 1%	8 2%
-50 to -74	79 8%	4 2%	30 11%	6 11%	18 13%	5 3%	40 8%	11 5%	22 13%	18 14%	35 10%	37 10%
-75 to -100	222 22%	11 6%	79 30%	10 18%	34 25%	22 13%	78 16%	16 8%	60 34%	37 28%	97 27%	65 17%
NET: Any negative	346 35%	23 12%	130 49%	19 35%	56 41%	31 18%	144 29%	38 18%	89 51%	61 46%	149 42%	124 33%
Mean	-12.74	23.43	-29.89	-9.36	-19.32	-2.98	-9.79	16.50	-33.01	-23.47	-14.21	-11.20
Standard deviation	56.18	47.92	51.35	54.83	56.69	47.24	47.66	51.53	55.08	58.07	64.50	48.99
Standard error	1.78	3.39	3.20	8.08	4.83	3.56	2.18	3.44	3.89	5.96	3.38	2.57

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 2014**

Absolutes/col percents

Table 16

**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	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
NET: Any positive	231 23%	112 23%	119 23%	21 17%	29 17%	37 21%	35 20%	40 27%	70 33%	56 21%	57 20%	51 23%	67 29%	59 22%	53 21%	62 26%	34 24%	23 26%	192 22%
75 to 100	43 4%	18 4%	25 5%	5 4%	1 *	3 2%	5 3%	9 6%	20 10%	8 3%	10 4%	7 3%	18 8%	8 3%	8 3%	15 6%	6 4%	7 7%	31 4%
50 to 74	72 7%	35 7%	37 7%	5 4%	10 6%	11 7%	8 4%	14 9%	25 12%	16 6%	20 7%	14 6%	23 10%	15 6%	18 7%	21 9%	10 7%	7 8%	61 7%
25 to 49	46 5%	22 4%	24 5%	2 2%	10 6%	7 4%	6 3%	8 5%	13 6%	11 4%	11 4%	12 6%	11 5%	13 5%	11 4%	12 5%	7 5%	4 5%	40 5%
1 to 24	70 7%	37 8%	33 6%	9 7%	8 5%	16 9%	16 9%	9 6%	12 5%	21 8%	16 6%	18 8%	15 6%	24 9%	16 6%	14 6%	12 8%	5 5%	59 7%
Neutral	385 38%	170 35%	214 42%	67 56%	90 53%	74 43%	63 36%	40 27%	50 24%	106 39%	111 40%	79 36%	88 38%	107 39%	91 35%	97 40%	56 40%	34 38%	332 38%
-1 to -24	51 5%	26 5%	25 5%	12 10%	8 5%	10 6%	9 5%	7 4%	5 2%	18 7%	17 6%	8 4%	8 3%	14 5%	12 5%	11 5%	7 5%	6 7%	45 5%
-25 to -49	23 2%	14 3%	9 2%	5 4%	6 3%	9 5%	2 1%	1 *	1 *	12 4%	5 2%	2 1%	4 2%	10 4%	7 3%	4 2%	* *	2 2%	21 2%
-50 to -74	97 10%	62 13%	35 7%	8 6%	14 8%	16 9%	28 16%	11 7%	21 10%	30 11%	26 9%	26 12%	15 6%	31 11%	23 9%	18 7%	14 10%	11 12%	85 10%
-75 to -100	215 21%	106 22%	109 21%	8 7%	23 14%	26 15%	40 23%	50 34%	67 31%	49 18%	64 23%	53 24%	50 21%	50 18%	72 28%	49 20%	30 21%	15 16%	188 22%
NET: Any negative	385 38%	207 42%	178 35%	33 27%	51 30%	61 36%	79 44%	68 46%	93 44%	108 40%	111 40%	89 41%	77 33%	104 39%	113 44%	82 34%	51 36%	33 37%	339 39%
Mean	-17.24	-19.62	-14.96	-4.32	-12.94	-15.45	-24.18	-25.21	-18.13	-17.36	-19.28	-21.14	-10.95	-17.63	-24.63	-12.26	-15.84	-10.49	-18.47
Standard deviation	52.57	52.47	52.62	37.32	41.07	44.03	50.57	62.11	65.85	47.36	52.84	53.20	57.00	48.65	54.35	53.99	52.17	54.07	51.85
Standard error	1.66	2.34	2.36	3.98	3.33	3.27	3.49	4.83	4.60	2.63	3.50	3.65	3.70	2.92	3.45	3.48	4.29	5.76	1.76

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 2014**

Absolutes/col percents

Table 16

**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	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
NET: Any positive	231 23%	35 18%	97 36%	13 25%	29 21%	28 17%	102 21%	37 18%	72 41%	35 27%	104 29%	83 22%
75 to 100	43 4%	6 3%	20 8%	1 1%	3 2%	7 4%	7 1%	5 2%	17 10%	3 2%	27 8%	4 1%
50 to 74	72 7%	9 5%	33 12%	7 13%	6 5%	9 5%	35 7%	13 6%	27 16%	8 6%	31 9%	28 7%
25 to 49	46 5%	14 7%	15 6%	1 2%	7 5%	6 3%	24 5%	14 7%	11 6%	7 6%	19 5%	20 5%
1 to 24	70 7%	7 4%	29 11%	5 9%	12 9%	7 4%	36 7%	5 2%	16 9%	17 13%	28 8%	31 8%
Neutral	385 38%	54 29%	105 39%	22 42%	36 26%	97 58%	218 44%	58 28%	64 37%	41 31%	100 28%	150 40%
-1 to -24	51 5%	12 6%	17 7%	5 10%	2 2%	4 2%	26 5%	13 6%	5 3%	9 7%	18 5%	23 6%
-25 to -49	23 2%	4 2%	5 2%	4 7%	2 2%	3 2%	17 3%	3 2%	3 2%	5 4%	5 1%	15 4%
-50 to -74	97 10%	28 15%	18 7%	4 7%	23 17%	8 5%	50 10%	27 13%	12 7%	19 15%	36 10%	45 12%
-75 to -100	215 21%	56 29%	25 9%	6 11%	44 32%	27 16%	80 16%	71 34%	18 10%	22 17%	90 25%	62 16%
NET: Any negative	385 38%	101 53%	65 24%	18 33%	71 52%	42 25%	172 35%	114 55%	38 22%	55 42%	150 42%	145 38%
Mean	-17.24	-30.13	3.15	-7.58	-33.95	-10.75	-15.14	-33.43	6.18	-17.10	-17.08	-16.44
Standard deviation	52.57	54.06	47.35	42.29	54.02	46.57	45.58	55.26	50.95	47.30	59.28	45.98
Standard error	1.66	3.82	2.95	6.24	4.60	3.51	2.08	3.69	3.60	4.85	3.10	2.42

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 2014**

Absolutes/col percents

Table 17

**Q6. Thinking about you and your family's personal circumstances, which of these statements comes closest to your view even if you don't completely agree with any of them?**

**Base: All respondents**

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1001	502	499	88	152	181	210	165	205	324	228	212	237	277	248	240	148	88	865
Weighted base	1001	490	511	121	170	172	177	148	214	270	280	219	232	270	258	241	141	90	862
The economy is still not recovering from the recession	187 19%	84 17%	103 20%	16 14%	31 18%	41 24%	33 19%	28 19%	39 18%	41 15%	52 18%	44 20%	50 21%	40 15%	48 18%	51 21%	35 25%	14 15%	158 18%
The economy is recovering from the recession and I am feeling better off as a result	117 12%	64 13%	53 10%	23 19%	24 14%	12 7%	18 10%	17 12%	24 11%	45 17%	38 13%	18 8%	16 7%	35 13%	30 12%	23 9%	25 18%	5 6%	106 12%
The economy is recovering from the recession but I do not feel any better off	511 51%	255 52%	255 50%	51 43%	77 45%	89 52%	94 53%	83 56%	116 54%	125 46%	146 52%	117 53%	123 53%	142 52%	133 52%	123 51%	60 43%	53 58%	437 51%
The recession did not really make me any worse off in the first place	186 19%	86 18%	100 20%	30 25%	38 22%	31 18%	32 18%	20 13%	36 17%	58 22%	44 16%	40 18%	43 19%	54 20%	47 18%	45 19%	21 15%	19 21%	161 19%



**The Ashcroft National Poll**  
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Absolutes/col percents

Table 17

**Q6. Thinking about you and your family's personal circumstances, which of these statements comes closest to your view even if you don't completely agree with any of them?**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	200	258	46	138	176	479	224	200	95	365	362
Weighted base	1001	190	267	54	136	166	492	208	174	131	354	378
The economy is still not recovering from the recession	187 19%	14 7%	47 18%	12 23%	32 24%	29 17%	72 15%	18 8%	39 23%	32 25%	77 22%	53 14%
The economy is recovering from the recession and I am feeling better off as a result	117 12%	42 22%	26 10%	9 16%	9 7%	21 13%	56 11%	38 18%	13 8%	19 15%	52 15%	40 11%
The economy is recovering from the recession but I do not feel any better off	511 51%	100 52%	149 56%	27 51%	73 54%	77 46%	275 56%	116 56%	102 59%	56 42%	170 48%	219 58%
The recession did not really make me any worse off in the first place	186 19%	35 18%	45 17%	5 10%	22 16%	39 23%	89 18%	37 18%	19 11%	24 18%	55 16%	66 18%

**The Ashcroft National Poll**  
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Absolutes/col percents

Table 18  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Yes	583 58%	611 61%
No	418 42%	390 39%

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 2014**

Absolutes/col percents

Table 19  
**Is the house or flat in which you live...?**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Owners	656 66%	651 65%
Owned outright - without mortgage	296 30%	331 33%
Owned with a mortgage or loan	360 36%	320 32%
NET: Renters	322 32%	332 33%
Rented from the council	102 10%	140 14%
Rented from a housing association	72 7%	56 6%
Rented from someone else	148 15%	136 14%
Rent free	23 2%	18 2%

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 2014**

Absolutes/col percents

Table 20  
**How many cars are there in your household?**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
None	215 21%	210 21%
1	415 41%	420 42%
2	264 26%	280 28%
3+	107 11%	90 9%
Mean	1.33	1.31
Standard deviation	1.15	1.10
Standard error	0.04	0.03

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 2014**

Absolutes/col percents

Table 21  
**Current working status**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Working	592 59%	560 56%
Working full time - working 30 hours per week or more	446 45%	440 44%
Working part time - working between 8 and 29 hours per week	146 15%	120 12%
NET: Not Working	409 41%	441 44%
Not working but seeking work or temporarily unemployed or sick	81 8%	86 9%
Not working and not seeking work/ student	50 5%	60 6%
Retired on a state pension only	100 10%	106 11%
Retired with a private pension	136 14%	144 14%
House person, housewife, househusband, etc.	42 4%	44 4%

**The Ashcroft National Poll**  
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Absolutes/col percents

Table 22

**SEG****Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: AB	324 32%	268 27%
A	101 10%	85 8%
B	223 22%	183 18%
C1	228 23%	277 28%
C2	212 21%	218 22%
D	89 9%	86 9%
E	148 15%	152 15%
NET: DE	237 24%	238 24%

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 2014**

Absolutes/col percents

Table 23

**Age****Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
18-24	88 9%	119 12%
25-34	152 15%	168 17%
35-44	181 18%	168 17%
45-54	210 21%	178 18%
55-64	165 16%	149 15%
65 or older	205 20%	218 22%
Average age	48.00	47.02

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 2014**

Absolutes/col percents

Table 24  
**Gender**  
**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	502 50%	490 49%
Female	499 50%	511 51%



**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 2014**

Absolutes/col percents

Table 25  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
Scotland	88 9%	90 9%
North East	41 4%	40 4%
North West	100 10%	110 11%
Yorkshire & Humberside	99 10%	90 9%
West Midlands	87 9%	90 9%
East Midlands	63 6%	70 7%
Wales	48 5%	50 5%
Eastern	98 10%	100 10%
London	127 13%	130 13%
South East	150 15%	140 14%
South West	100 10%	90 9%

**The Ashcroft National Poll**  
**CATI Fieldwork : 5th - 7th September 2014**

Absolutes/col percents

Table 26

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

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	224 22%	208 21%
Labour	200 20%	174 17%
Liberal Democrat	95 9%	131 13%
Another party	71 7%	56 6%
Didn't vote	330 33%	357 36%
Refused	46 5%	42 4%
Don't know	35 3%	34 3%