

The Ashcroft National Poll

CATI Fieldwork : 7th - 9th November 2014

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land	
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867	
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869	
Absolutely certain to vote	(10)	518 52%	256 52%	261 51%	36 30%	59 34%	83 49%	84 48%	93 62%	164 74%	169 62%	140 50%	90 42%	118 50%	146 54%	128 49%	112 46%	74 52%	57 66%	434 50%
	(9)	57 6%	31 6%	25 5%	4 3%	9 5%	13 8%	15 9%	9 6%	7 3%	19 7%	18 6%	5 3%	15 6%	18 6%	14 5%	12 5%	8 6%	4 5%	48 6%
	(8)	87 9%	48 10%	39 8%	13 11%	20 12%	12 7%	19 11%	16 11%	7 3%	21 8%	28 10%	24 11%	13 6%	21 8%	33 13%	18 7%	9 6%	6 7%	79 9%
	(7)	52 5%	20 4%	32 6%	16 13%	14 8%	4 2%	9 5%	2 2%	8 4%	14 5%	14 5%	12 6%	12 5%	13 5%	18 7%	9 4%	9 6%	2 2%	47 5%
	(6)	33 3%	10 2%	23 5%	9 7%	4 2%	5 3%	6 4%	6 4%	2 1%	12 4%	8 3%	10 5%	3 1%	10 4%	7 3%	8 3%	5 4%	3 4%	28 3%
	(5)	80 8%	31 6%	49 10%	12 10%	16 9%	22 13%	9 5%	5 4%	16 7%	10 4%	23 8%	25 12%	22 9%	19 7%	21 8%	18 8%	15 11%	6 7%	70 8%
	(4)	20 2%	10 2%	10 2%	8 7%	3 2%	3 2%	- -	4 3%	2 1%	2 1%	4 1%	11 5%	3 1%	4 2%	5 2%	2 1%	5 4%	4 4%	15 2%
	(3)	14 1%	7 1%	7 1%	1 1%	5 3%	5 3%	2 1%	1 1%	- -	3 1%	5 2%	4 2%	2 1%	3 1%	2 1%	5 2%	4 3%	1 1%	12 1%
	(2)	23 2%	11 2%	12 2%	6 5%	8 5%	1 1%	3 2%	2 2%	2 1%	5 2%	3 1%	9 4%	6 3%	7 3%	6 2%	7 3%	4 2%	- -	23 3%
Definitely would not vote	(1)	118 12%	66 13%	52 10%	15 13%	33 19%	20 12%	30 17%	9 6%	11 5%	17 6%	36 13%	24 11%	41 17%	29 11%	27 10%	49 20%	10 7%	4 4%	109 13%
Refused		1 *	1 *	1 *	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	1 *	1 1%	- -	- -	- -	- -	1 *
Don't know		2 *	1 *	1 *	- -	1 1%	- -	- -	- -	1 1%	- -	1 *	- -	1 *	1 *	- -	1 1%	- -	- -	2 *
Mean		7.62	7.61	7.63	6.54	6.48	7.49	7.41	8.42	8.82	8.42	7.62	7.03	7.24	7.79	7.70	6.93	7.76	8.54	7.51
Standard deviation		3.19	3.29	3.10	3.13	3.53	3.21	3.41	2.68	2.45	2.67	3.19	3.22	3.52	3.13	3.04	3.64	2.95	2.50	3.25
Standard error		0.10	0.15	0.13	0.34	0.28	0.24	0.24	0.20	0.17	0.14	0.21	0.25	0.22	0.19	0.19	0.23	0.25	0.27	0.11

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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

		Voting Intention					Swing	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Cons	Lab	Lib Dem	Def vote that way	Might vote diff	
Unweighted base		1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base		1005	203	207	66	117	181	469	204	170	128	355	351
Absolutely certain to vote	(10)	518 52%	132 65%	121 59%	36 55%	78 67%	87 48%	226 48%	155 76%	125 74%	90 70%	244 69%	186 53%
	(9)	57 6%	13 6%	10 5%	8 13%	6 6%	9 5%	26 6%	11 5%	12 7%	12 10%	27 8%	21 6%
	(8)	87 9%	19 9%	28 14%	9 13%	6 5%	11 6%	55 12%	14 7%	9 5%	14 11%	31 9%	45 13%
	(7)	52 5%	12 6%	9 4%	4 7%	5 4%	17 10%	37 8%	10 5%	4 2%	2 1%	11 3%	24 7%
	(6)	33 3%	7 3%	9 5%	1 2%	7 6%	5 3%	23 5%	2 1%	4 3%	4 3%	10 3%	18 5%
	(5)	80 8%	12 6%	17 8%	5 7%	12 10%	23 13%	59 13%	6 3%	9 5%	3 3%	20 6%	37 11%
	(4)	20 2%	1 *	8 4%	1 1%	1 1%	7 4%	11 2%	1 *	1 *	- -	8 2%	6 2%
	(3)	14 1%	1 *	1 1%	1 1%	2 1%	6 3%	11 2%	- -	- -	1 *	2 1%	6 2%
	(2)	23 2%	6 3%	3 2%	- -	* *	12 7%	18 4%	2 1%	- -	* *	3 1%	8 2%
Definitely would not vote	(1)	118 12%	-	-	-	-	-	-	-	5 3%	2 1%	-	-
Refused		1 *	-	-	-	-	1 1%	-	-	1 1%	-	-	-
Don't know		2 *	-	-	-	-	2 1%	2 1%	1 1%	-	-	-	-
Mean		7.62	8.84	8.57	8.78	8.80	7.76	8.02	9.34	9.09	9.21	9.04	8.34
Standard deviation		3.19	1.99	2.09	1.77	1.99	2.70	2.41	1.47	1.99	1.65	1.78	2.20
Standard error		0.10	0.14	0.14	0.22	0.18	0.20	0.11	0.10	0.14	0.15	0.09	0.12

The Ashcroft National Poll

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Absolutes/col percents

Table 2.

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

Base: All respondents

	Gender			Age						Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869
Conservative	203 20%	104 21%	98 19%	19 16%	26 15%	34 20%	27 15%	29 20%	68 31%	77 28%	53 19%	35 16%	38 16%	60 22%	54 21%	42 17%	30 21%	17 19%	178 20%
Labour	207 21%	86 17%	121 24%	34 29%	34 20%	35 21%	36 21%	30 20%	37 17%	67 25%	49 17%	42 20%	48 20%	53 19%	49 19%	56 23%	37 26%	11 13%	180 21%
Liberal Democrat	66 7%	33 7%	33 6%	4 3%	6 3%	18 11%	13 7%	5 3%	20 9%	23 9%	27 10%	6 3%	9 4%	18 7%	14 5%	12 5%	18 12%	5 6%	59 7%
SNP	31 3%	13 3%	18 4%	3 2%	7 4%	4 3%	6 3%	7 5%	4 2%	7 3%	6 2%	6 3%	11 5%	-	-	-	-	31 35%	-
Plaid Cymru	6 1%	1 *	5 1%	-	-	2 1%	1 1%	1 1%	2 1%	2 1%	-	3 1%	2 1%	-	-	-	6 4%	-	-
The UK Independence Party	117 12%	66 13%	51 10%	2 1%	15 9%	19 11%	24 14%	29 19%	29 13%	20 7%	32 11%	40 19%	25 10%	28 10%	41 16%	32 13%	14 10%	2 3%	107 12%
The Green Party	50 5%	26 5%	24 5%	12 10%	10 6%	6 4%	9 5%	8 5%	5 2%	12 4%	19 7%	6 3%	13 5%	23 8%	14 5%	8 3%	3 2%	2 3%	47 5%
The British National Party	6 1%	4 1%	2 *	2 2%	2 1%	-	1 1%	2 1%	-	-	4 1%	1 *	2 1%	-	5 2%	-	2 1%	-	6 1%
Another party	21 2%	12 3%	8 2%	* *	6 4%	7 4%	3 2%	4 2%	1 *	2 1%	4 1%	12 6%	3 1%	5 2%	5 2%	6 3%	1 1%	4 4%	17 2%
Would not vote	118 12%	66 13%	52 10%	15 13%	33 19%	20 12%	30 17%	9 6%	11 5%	17 6%	36 13%	24 11%	41 17%	29 11%	27 10%	49 20%	10 7%	4 4%	109 13%
Refused	63 6%	31 6%	32 6%	2 2%	11 7%	6 3%	7 4%	10 6%	27 12%	18 6%	20 7%	5 2%	20 8%	20 7%	21 8%	14 6%	6 4%	2 3%	59 7%
Don't know	118 12%	50 10%	68 13%	26 22%	22 13%	17 10%	20 11%	16 11%	17 8%	27 10%	31 11%	35 16%	26 11%	37 14%	32 12%	23 10%	17 12%	9 11%	106 12%

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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	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
Conservative	203 20%	203 100%	-	-	-	-	85 18%	138 68%	3 2%	18 14%	118 33%	85 24%
Labour	207 21%	-	207 100%	-	-	-	98 21%	3 2%	103 60%	25 19%	109 31%	98 28%
Liberal Democrat	66 7%	-	-	66 100%	-	-	42 9%	2 1%	5 3%	42 33%	24 7%	42 12%
SNP	31 3%	-	-	-	-	-	11 2%	1 *	2 1%	6 4%	20 5%	11 3%
Plaid Cymru	6 1%	-	-	-	-	-	5 1%	1 *	3 2%	-	1 *	5 1%
The UK Independence Party	117 12%	-	-	-	117 100%	-	54 11%	27 13%	25 15%	11 9%	64 18%	54 15%
The Green Party	50 5%	-	-	-	-	-	33 7%	7 4%	7 4%	11 8%	17 5%	33 9%
The British National Party	6 1%	-	-	-	-	-	4 1%	-	-	-	2 1%	4 1%
Another party	21 2%	-	-	-	-	-	19 4%	3 2%	1 *	4 3%	2 *	19 5%
Would not vote	118 12%	-	-	-	-	-	-	-	5 3%	2 1%	-	-
Refused	63 6%	-	-	-	-	63 35%	-	2 1%	3 2%	3 2%	-	-
Don't know	118 12%	-	-	-	-	118 65%	118 25%	19 9%	14 8%	8 7%	-	-

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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	514	238	276	32	62	96	101	98	125	215	112	73	114	144	124	114	76	57	429
Weighted base	503	251	251	44	65	88	88	86	131	161	139	95	107	137	129	111	73	53	423
Conservative	149	81	68	12	18	25	19	23	52	61	39	20	28	42	38	33	22	14	130
	30%	32%	27%	26%	27%	29%	22%	27%	40%	38%	28%	21%	26%	31%	29%	30%	30%	27%	31%
Labour	143	60	83	19	19	27	28	23	27	51	34	26	33	38	34	40	24	6	126
	29%	24%	33%	42%	29%	31%	32%	27%	21%	31%	24%	27%	31%	28%	27%	36%	33%	12%	30%
Liberal Democrat	48	24	24	1	3	13	10	4	17	18	21	2	7	13	9	9	13	4	42
	10%	9%	10%	2%	5%	15%	12%	4%	13%	11%	15%	2%	7%	9%	7%	8%	17%	8%	10%
SNP	23	8	14	1	6	4	4	5	3	6	4	4	9	-	-	-	-	23	-
	5%	3%	6%	2%	9%	5%	5%	5%	2%	4%	3%	4%	8%	-	-	-	-	43%	-
Plaid Cymru	4	1	3	-	-	1	*	*	2	1	-	3	1	-	-	-	4	-	-
	1%	*	1%	-	-	1%	*	*	2%	*	-	3%	1%	-	-	-	5%	-	-
The UK Independence Party	84	47	38	1	9	10	17	22	25	15	24	28	17	22	31	20	9	2	77
	17%	19%	15%	2%	14%	12%	19%	26%	19%	10%	17%	30%	16%	16%	24%	18%	13%	4%	18%
The Green Party	38	20	18	10	7	5	7	4	4	9	15	5	9	18	10	6	1	2	36
	8%	8%	7%	23%	11%	6%	8%	5%	3%	6%	11%	5%	8%	13%	8%	6%	2%	4%	8%
The British National Party	3	2	1	1	*	-	1	1	-	-	1	1	1	-	3	-	*	-	3
	1%	1%	*	2%	*	-	1%	1%	-	-	1%	1%	1%	-	2%	-	*	-	1%
Another party	11	8	2	*	3	2	1	3	1	1	1	7	2	4	4	1	*	2	9
	2%	3%	1%	*	5%	2%	2%	4%	1%	1%	1%	7%	1%	3%	3%	1%	*	3%	2%

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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 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	514	148	157	44	90	-	227	147	141	84	287	227
Weighted base	503	149	143	48	84	-	232	148	120	95	271	232
Conservative	149	149	-	-	-	-	55	112	1	16	94	55
	30%	100%	-	-	-	-	24%	76%	1%	17%	35%	24%
Labour	143	-	143	-	-	-	61	3	85	20	83	61
	29%	-	100%	-	-	-	26%	2%	71%	21%	31%	26%
Liberal Democrat	48	-	-	48	-	-	30	2	4	35	17	30
	10%	-	-	100%	-	-	13%	1%	4%	37%	6%	13%
SNP	23	-	-	-	-	-	9	1	2	5	13	9
	5%	-	-	-	-	-	4%	1%	2%	5%	5%	4%
Plaid Cymru	4	-	-	-	-	-	3	*	3	-	1	3
	1%	-	-	-	-	-	1%	*	2%	-	*	1%
The UK Independence Party	84	-	-	-	84	-	37	22	20	10	48	37
	17%	-	-	-	100%	-	16%	15%	16%	10%	18%	16%
The Green Party	38	-	-	-	-	-	26	6	5	8	12	26
	8%	-	-	-	-	-	11%	4%	5%	9%	4%	11%
The British National Party	3	-	-	-	-	-	1	-	-	-	2	1
	1%	-	-	-	-	-	*	-	-	-	1%	*
Another party	11	-	-	-	-	-	9	3	1	2	1	9
	2%	-	-	-	-	-	4%	2%	1%	2%	1%	4%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	30%
Labour	29%
Liberal Democrat/ Liberal	10%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	16%
The Green Party	7%
Other	3%

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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	713	325	388	55	97	135	135	131	160	282	155	115	161	198	174	158	111	72	601
Weighted base	706	345	361	76	106	126	119	114	166	211	193	151	150	187	181	156	110	72	595
Will definitely vote that way	355	195	160	27	38	67	67	69	88	104	91	70	91	90	82	88	57	38	295
	50%	56%	44%	36%	36%	53%	56%	60%	53%	49%	47%	46%	60%	48%	45%	57%	52%	53%	50%
Might end up voting differently	351	150	200	49	68	58	52	45	79	107	103	82	59	98	99	68	53	33	300
	50%	44%	56%	64%	64%	47%	44%	40%	47%	51%	53%	54%	40%	52%	55%	43%	48%	47%	50%

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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	713	200	217	62	125	-	343	182	175	103	370	343
Weighted base	706	203	207	66	117	-	351	183	149	115	355	351
Will definitely vote that way	355 50%	118 58%	109 53%	24 36%	64 54%	-	-	105 57%	81 55%	48 41%	355 100%	-
Might end up voting differently	351 50%	85 42%	98 47%	42 64%	54 46%	-	351 100%	78 43%	68 45%	68 59%	-	351 100%

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Table 6

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

Honest and principled

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869
<u>The Labour Party</u>																			
True	348 35%	173 35%	176 34%	42 35%	62 36%	58 34%	58 33%	49 33%	79 36%	120 44%	96 34%	55 26%	77 32%	100 36%	88 34%	86 35%	51 36%	24 27%	301 35%
Not true	592 59%	296 60%	296 58%	68 57%	96 56%	100 59%	98 56%	94 63%	135 61%	141 52%	166 60%	141 65%	144 61%	156 57%	154 59%	139 58%	82 58%	60 69%	507 58%
Don't know	65 6%	24 5%	41 8%	10 8%	13 8%	11 7%	19 11%	5 4%	6 3%	12 4%	17 6%	19 9%	17 7%	18 7%	18 7%	17 7%	9 6%	3 4%	61 7%
<u>The Conservative Party</u>																			
True	314 31%	157 32%	158 31%	41 34%	58 34%	49 29%	41 23%	44 29%	82 37%	98 36%	104 37%	54 25%	59 25%	87 32%	86 33%	76 31%	44 31%	22 25%	276 32%
Not true	620 62%	311 63%	309 60%	68 56%	97 56%	110 65%	116 66%	100 68%	130 59%	161 59%	158 56%	143 66%	159 67%	170 62%	156 60%	147 61%	87 61%	59 68%	531 61%
Don't know	70 7%	25 5%	45 9%	11 9%	16 9%	10 6%	20 11%	4 3%	9 4%	14 5%	18 7%	18 8%	19 8%	16 6%	18 7%	18 8%	12 8%	6 7%	62 7%
<u>The Liberal Democrats</u>																			
True	309 31%	155 31%	154 30%	39 32%	48 28%	54 32%	48 27%	43 29%	77 35%	112 41%	90 32%	48 22%	58 24%	93 34%	74 29%	72 30%	43 30%	26 30%	272 31%
Not true	623 62%	313 64%	310 60%	71 59%	107 62%	106 63%	107 61%	99 67%	133 60%	145 53%	168 60%	149 69%	161 68%	164 60%	165 63%	151 63%	88 61%	55 63%	533 61%
Don't know	74 7%	25 5%	49 9%	10 8%	17 10%	9 5%	21 12%	6 4%	11 5%	16 6%	21 8%	18 8%	18 8%	16 6%	21 8%	19 8%	12 8%	6 7%	64 7%
<u>UKIP</u>																			
True	330 33%	193 39%	137 27%	34 29%	41 24%	55 32%	63 36%	54 36%	83 37%	85 31%	89 32%	71 33%	85 36%	98 36%	86 33%	82 34%	46 32%	19 22%	291 34%
Not true	600 60%	274 56%	326 64%	75 63%	112 66%	105 62%	92 53%	86 58%	128 58%	175 64%	169 60%	121 56%	135 57%	161 59%	151 58%	135 56%	88 62%	65 75%	507 58%
Don't know	75 7%	26 5%	49 10%	10 8%	18 10%	9 6%	20 11%	8 6%	10 4%	13 5%	22 8%	23 10%	17 7%	15 6%	23 9%	25 10%	9 6%	3 4%	71 8%

The Ashcroft National Poll

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Absolutes/col percents

Table 6

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

Honest and principled

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
<u>The Labour Party</u>												
True	348	49	137	35	23	47	170	47	107	52	136	141
	35%	24%	66%	54%	20%	26%	36%	23%	63%	40%	38%	40%
Not true	592	149	61	29	92	107	265	154	58	74	213	193
	59%	74%	30%	45%	78%	59%	57%	76%	34%	58%	60%	55%
Don't know	65	4	9	1	2	27	34	3	6	3	7	16
	6%	2%	4%	2%	2%	15%	7%	1%	3%	2%	2%	5%
<u>The Conservative Party</u>												
True	314	139	44	23	25	47	144	122	32	31	132	118
	31%	69%	21%	34%	22%	26%	31%	60%	19%	24%	37%	34%
Not true	620	59	151	41	89	108	289	77	133	93	213	216
	62%	29%	73%	62%	76%	60%	62%	38%	78%	72%	60%	61%
Don't know	70	4	12	2	2	26	36	4	5	5	9	17
	7%	2%	6%	3%	2%	15%	8%	2%	3%	4%	3%	5%
<u>The Liberal Democrats</u>												
True	309	90	47	53	23	48	157	77	37	65	116	128
	31%	44%	23%	81%	20%	26%	33%	38%	22%	51%	33%	37%
Not true	623	107	145	13	92	106	274	121	125	60	231	202
	62%	53%	70%	19%	78%	59%	58%	59%	74%	47%	65%	58%
Don't know	74	6	15	-	2	27	38	6	8	3	9	21
	7%	3%	7%	-	2%	15%	8%	3%	5%	2%	2%	6%
<u>UKIP</u>												
True	330	70	52	28	92	45	161	85	46	41	132	127
	33%	34%	25%	43%	78%	25%	34%	42%	27%	32%	37%	36%
Not true	600	127	144	37	22	107	268	115	118	80	213	203
	60%	63%	69%	56%	19%	59%	57%	56%	69%	63%	60%	58%
Don't know	75	6	11	1	3	29	39	4	6	7	9	20
	7%	3%	5%	1%	3%	16%	8%	2%	4%	5%	3%	6%

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Absolutes/col percents

Table 7

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

A united party

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869
<u>The Labour Party</u>																			
True	272 27%	113 23%	159 31%	39 33%	57 33%	41 24%	46 26%	32 22%	57 26%	73 27%	76 27%	52 24%	71 30%	71 26%	77 30%	66 27%	38 26%	21 24%	236 27%
Not true	661 66%	354 72%	307 60%	71 59%	99 58%	117 69%	113 64%	109 73%	153 69%	187 69%	186 66%	141 66%	147 62%	185 68%	164 63%	157 65%	94 66%	61 70%	567 65%
Don't know	72 7%	25 5%	47 9%	10 8%	15 9%	12 7%	17 10%	7 5%	11 5%	13 5%	18 6%	22 10%	19 8%	18 7%	19 7%	20 8%	10 7%	5 6%	66 8%
<u>The Conservative Party</u>																			
True	304 30%	152 31%	152 30%	35 30%	62 36%	50 29%	47 27%	36 24%	75 34%	86 31%	95 34%	58 27%	66 28%	79 29%	94 36%	66 27%	44 31%	21 24%	268 31%
Not true	626 62%	313 64%	313 61%	71 59%	93 54%	109 64%	112 64%	105 71%	136 62%	173 63%	163 58%	136 63%	153 65%	176 64%	146 56%	157 65%	88 62%	59 68%	536 62%
Don't know	75 7%	27 6%	48 9%	13 11%	16 9%	11 6%	17 10%	8 6%	10 4%	14 5%	22 8%	21 10%	18 7%	19 7%	20 8%	19 8%	10 7%	7 8%	66 8%
<u>The Liberal Democrats</u>																			
True	266 27%	122 25%	144 28%	33 28%	55 32%	41 24%	40 23%	26 18%	71 32%	84 31%	80 29%	43 20%	59 25%	80 29%	68 26%	57 24%	44 31%	17 19%	238 27%
Not true	664 66%	344 70%	320 63%	73 61%	100 58%	117 69%	116 66%	116 78%	142 64%	171 63%	178 63%	152 71%	164 69%	173 63%	174 67%	165 68%	88 62%	64 73%	565 65%
Don't know	74 7%	26 5%	48 9%	13 11%	16 9%	12 7%	20 12%	6 4%	8 4%	18 7%	22 8%	20 9%	14 6%	20 7%	18 7%	20 8%	10 7%	6 7%	67 8%
<u>UKIP</u>																			
True	445 44%	254 52%	191 37%	40 33%	76 45%	69 41%	85 48%	78 52%	97 44%	137 50%	116 42%	89 41%	103 43%	139 51%	115 44%	100 41%	64 45%	26 30%	392 45%
Not true	465 46%	202 41%	263 51%	67 56%	79 46%	82 48%	68 39%	61 41%	107 49%	115 42%	136 49%	103 48%	110 46%	110 40%	122 47%	117 48%	62 44%	53 62%	391 45%
Don't know	96 10%	37 8%	59 11%	13 11%	16 10%	18 11%	22 13%	9 6%	16 7%	21 8%	27 10%	23 11%	24 10%	25 9%	24 9%	24 10%	16 11%	7 8%	87 10%

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Table 7

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

A united party

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
<u>The Labour Party</u>												
True	272	38	100	21	17	46	137	36	75	27	94	107
	27%	19%	49%	32%	14%	26%	29%	18%	44%	21%	26%	30%
Not true	661	160	95	44	96	105	297	164	91	97	250	228
	66%	79%	46%	66%	82%	58%	63%	81%	54%	76%	70%	65%
Don't know	72	4	11	1	4	30	35	3	4	4	11	16
	7%	2%	5%	2%	4%	16%	7%	2%	2%	3%	3%	4%
<u>The Conservative Party</u>												
True	304	117	46	25	25	45	156	107	33	37	115	127
	30%	58%	22%	39%	21%	25%	33%	52%	19%	29%	32%	36%
Not true	626	83	153	39	86	104	277	95	133	85	228	208
	62%	41%	74%	60%	74%	57%	59%	47%	78%	67%	64%	59%
Don't know	75	2	9	1	6	32	35	2	4	6	12	15
	7%	1%	4%	2%	5%	18%	8%	1%	2%	4%	3%	4%
<u>The Liberal Democrats</u>												
True	266	71	44	36	23	44	135	68	38	51	96	107
	27%	35%	21%	55%	20%	24%	29%	33%	22%	40%	27%	31%
Not true	664	129	151	30	91	105	296	132	127	73	248	227
	66%	63%	73%	45%	77%	58%	63%	65%	75%	57%	70%	65%
Don't know	74	3	12	-	4	32	38	4	5	3	11	16
	7%	2%	6%	-	3%	17%	8%	2%	3%	2%	3%	5%
<u>UKIP</u>												
True	445	113	77	28	90	52	211	117	69	61	182	172
	44%	56%	37%	43%	77%	29%	45%	57%	40%	48%	51%	49%
Not true	465	83	113	33	22	89	207	78	90	58	158	154
	46%	41%	55%	50%	19%	49%	44%	38%	53%	46%	44%	44%
Don't know	96	7	16	5	5	39	51	9	11	8	16	25
	10%	3%	8%	8%	5%	22%	11%	4%	6%	6%	5%	7%

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Absolutes/col percents

Table 8

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

Has clear ideas to deal with Britain's problems

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869
<u>The Labour Party</u>																			
True	317	152	165	36	58	60	58	37	67	100	85	59	74	84	78	76	52	27	266
	32%	31%	32%	30%	34%	36%	33%	25%	30%	36%	31%	27%	31%	31%	30%	32%	37%	31%	31%
Not true	621	314	307	71	98	100	102	106	145	163	174	137	147	175	159	153	80	54	543
	62%	64%	60%	59%	57%	59%	58%	71%	66%	60%	62%	64%	62%	64%	61%	63%	56%	62%	62%
Don't know	67	26	41	13	15	9	16	5	9	10	21	19	17	15	23	12	11	6	60
	7%	5%	8%	11%	9%	5%	9%	4%	4%	4%	7%	9%	7%	5%	9%	5%	7%	7%	7%
<u>The Conservative Party</u>																			
True	402	205	197	48	68	67	63	51	104	138	119	76	70	109	124	82	58	29	354
	40%	42%	38%	40%	40%	39%	36%	35%	47%	51%	42%	35%	29%	40%	48%	34%	41%	33%	41%
Not true	537	263	274	55	88	94	98	93	110	123	140	122	152	150	119	146	73	49	460
	53%	53%	53%	46%	51%	55%	55%	63%	50%	45%	50%	57%	64%	55%	46%	60%	52%	57%	53%
Don't know	65	24	41	16	15	9	15	4	7	12	21	17	15	15	17	13	11	9	56
	6%	5%	8%	13%	9%	5%	9%	2%	3%	4%	8%	8%	6%	5%	7%	6%	7%	10%	6%
<u>The Liberal Democrats</u>																			
True	233	104	129	32	35	40	38	33	54	91	62	29	50	76	63	44	34	16	207
	23%	21%	25%	27%	21%	24%	21%	22%	25%	33%	22%	14%	21%	28%	24%	18%	24%	18%	24%
Not true	702	365	337	75	121	120	122	106	158	169	196	168	169	182	178	183	97	61	603
	70%	74%	66%	62%	71%	71%	69%	72%	72%	62%	70%	78%	71%	66%	68%	76%	68%	70%	69%
Don't know	71	24	47	13	15	9	16	9	8	13	22	18	18	16	19	14	11	10	59
	7%	5%	9%	11%	9%	5%	9%	6%	4%	5%	8%	9%	7%	6%	7%	6%	8%	12%	7%
<u>UKIP</u>																			
True	363	189	174	39	49	71	69	54	82	102	100	82	79	105	110	71	59	17	327
	36%	38%	34%	33%	28%	42%	39%	36%	37%	37%	36%	38%	33%	38%	42%	30%	42%	20%	38%
Not true	574	280	294	71	107	90	91	85	129	156	160	115	142	154	131	152	74	61	483
	57%	57%	57%	59%	62%	53%	52%	58%	58%	57%	57%	54%	60%	56%	50%	63%	52%	71%	56%
Don't know	68	23	45	10	16	8	16	9	9	14	20	18	16	14	19	18	9	8	59
	7%	5%	9%	8%	9%	5%	9%	6%	4%	5%	7%	8%	7%	5%	7%	8%	6%	10%	7%

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Table 8

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

Has clear ideas to deal with Britain's problems

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
<u>The Labour Party</u>												
True	317	44	132	25	20	49	149	44	95	38	134	115
	32%	22%	64%	38%	17%	27%	32%	22%	56%	30%	38%	33%
Not true	621	155	64	39	95	107	287	157	69	88	213	219
	62%	77%	31%	60%	81%	59%	61%	77%	41%	68%	60%	63%
Don't know	67	4	12	1	3	25	33	2	5	2	8	17
	7%	2%	6%	2%	2%	14%	7%	1%	3%	2%	2%	5%
<u>The Conservative Party</u>												
True	402	171	58	28	40	55	196	155	39	53	169	160
	40%	85%	28%	43%	34%	31%	42%	76%	23%	41%	48%	46%
Not true	537	30	137	36	76	102	240	48	126	73	178	175
	53%	15%	66%	55%	65%	56%	51%	23%	74%	57%	50%	50%
Don't know	65	1	12	1	1	24	33	*	4	2	8	16
	6%	1%	6%	2%	1%	13%	7%	*	3%	2%	2%	5%
<u>The Liberal Democrats</u>												
True	233	68	38	39	15	35	121	60	28	55	85	99
	23%	34%	18%	59%	13%	19%	26%	30%	17%	43%	24%	28%
Not true	702	133	158	26	100	118	313	142	135	72	261	235
	70%	65%	76%	39%	85%	65%	67%	70%	79%	56%	73%	67%
Don't know	71	2	11	1	3	28	34	1	6	2	10	17
	7%	1%	5%	2%	2%	16%	7%	1%	4%	1%	3%	5%
<u>UKIP</u>												
True	363	75	59	21	100	53	177	89	63	35	141	138
	36%	37%	29%	32%	85%	29%	38%	44%	37%	28%	40%	39%
Not true	574	122	138	44	14	99	256	107	104	91	207	195
	57%	60%	67%	67%	12%	55%	55%	53%	61%	71%	58%	56%
Don't know	68	6	9	1	4	28	36	8	3	2	7	18
	7%	3%	5%	1%	3%	16%	8%	4%	2%	2%	2%	5%

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Absolutes/col percents

Table 9

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

Competent and capable

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869
<u>The Labour Party</u>																			
True	313	136	177	55	53	53	50	48	55	90	81	66	77	76	92	66	49	29	265
	31%	28%	35%	46%	31%	31%	28%	32%	25%	33%	29%	30%	32%	28%	35%	27%	35%	33%	30%
Not true	631	334	296	54	102	105	112	98	159	173	180	129	148	183	151	162	82	53	551
	63%	68%	58%	45%	59%	62%	63%	66%	72%	63%	64%	60%	62%	67%	58%	67%	57%	62%	63%
Don't know	61	22	39	10	17	11	14	2	6	10	19	20	12	15	17	14	11	5	54
	6%	4%	8%	9%	10%	6%	8%	2%	3%	4%	7%	9%	5%	5%	7%	6%	8%	5%	6%
<u>The Conservative Party</u>																			
True	398	214	184	50	67	67	61	62	91	124	119	77	77	105	117	87	60	29	350
	40%	43%	36%	41%	39%	40%	35%	42%	41%	46%	43%	36%	33%	38%	45%	36%	42%	33%	40%
Not true	541	257	284	55	88	93	100	83	121	138	140	118	144	155	127	139	69	52	461
	54%	52%	55%	46%	52%	55%	57%	56%	55%	51%	50%	55%	61%	57%	49%	57%	48%	60%	53%
Don't know	66	22	45	15	16	9	15	3	8	11	20	20	16	14	16	16	14	6	58
	7%	4%	9%	13%	9%	5%	9%	2%	4%	4%	7%	9%	7%	5%	6%	6%	10%	7%	7%
<u>The Liberal Democrats</u>																			
True	203	100	103	24	30	40	31	33	46	68	58	30	47	51	51	35	15	181	
	20%	20%	20%	20%	17%	23%	17%	22%	21%	25%	21%	14%	20%	19%	20%	21%	25%	17%	21%
Not true	730	371	359	83	124	116	129	111	166	191	200	165	174	207	191	173	94	65	627
	73%	75%	70%	69%	73%	69%	74%	75%	75%	70%	71%	77%	73%	76%	73%	72%	66%	75%	72%
Don't know	72	22	50	13	17	13	16	4	9	13	22	20	16	15	19	18	13	7	62
	7%	4%	10%	10%	10%	8%	9%	3%	4%	5%	8%	9%	7%	5%	7%	8%	9%	8%	7%
<u>UKIP</u>																			
True	250	139	111	27	32	40	52	44	55	52	66	64	68	78	71	51	42	9	229
	25%	28%	22%	23%	19%	24%	30%	29%	25%	19%	24%	30%	29%	28%	27%	21%	30%	10%	26%
Not true	671	319	351	82	123	116	105	94	151	205	193	126	147	179	163	170	88	71	568
	67%	65%	69%	69%	72%	68%	60%	63%	68%	75%	69%	58%	62%	65%	62%	70%	62%	82%	65%
Don't know	84	34	50	10	16	13	18	11	15	16	20	25	23	17	27	21	12	7	73
	8%	7%	10%	9%	10%	8%	10%	7%	7%	6%	7%	12%	10%	6%	10%	9%	9%	8%	8%

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Table 9

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

Competent and capable

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
<u>The Labour Party</u>												
True	313	40	139	24	19	46	145	33	101	33	135	114
	31%	20%	67%	37%	16%	25%	31%	16%	59%	26%	38%	33%
Not true	631	161	57	40	96	110	287	168	66	91	217	217
	63%	80%	28%	61%	82%	61%	61%	82%	39%	71%	61%	62%
Don't know	61	1	11	2	2	25	36	2	3	4	4	19
	6%	1%	5%	2%	2%	14%	8%	1%	2%	3%	1%	5%
<u>The Conservative Party</u>												
True	398	169	60	35	31	57	191	150	42	48	170	156
	40%	84%	29%	53%	27%	32%	41%	74%	25%	37%	48%	45%
Not true	541	32	132	30	84	98	239	54	124	76	179	174
	54%	16%	64%	45%	72%	54%	51%	26%	73%	59%	50%	50%
Don't know	66	1	14	2	2	26	39	-	4	4	7	20
	7%	1%	7%	2%	1%	14%	8%	-	2%	3%	2%	6%
<u>The Liberal Democrats</u>												
True	203	55	39	45	9	33	96	46	28	45	84	78
	20%	27%	19%	68%	7%	19%	20%	23%	17%	35%	24%	22%
Not true	730	143	157	19	106	119	334	152	138	78	262	254
	73%	71%	76%	29%	91%	66%	71%	75%	81%	61%	74%	72%
Don't know	72	4	11	2	2	28	39	6	3	4	10	19
	7%	2%	5%	2%	2%	16%	8%	3%	2%	3%	3%	5%
<u>UKIP</u>												
True	250	46	31	24	81	33	116	55	36	24	102	93
	25%	23%	15%	36%	69%	18%	25%	27%	21%	19%	29%	27%
Not true	671	150	163	40	28	116	301	137	125	97	246	229
	67%	74%	79%	60%	24%	64%	64%	67%	74%	76%	69%	65%
Don't know	84	7	12	2	9	32	52	11	9	7	7	29
	8%	3%	6%	3%	7%	18%	11%	5%	5%	5%	2%	8%

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Absolutes/col percents

Table 10

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

Shares my values

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869
<u>The Labour Party</u>																			
True	375	162	214	57	70	69	63	52	64	113	107	72	84	104	100	88	56	27	330
	37%	33%	42%	47%	41%	41%	36%	35%	29%	41%	38%	33%	35%	38%	38%	36%	39%	31%	38%
Not true	571	310	262	52	86	93	97	93	150	149	157	125	140	156	144	138	78	56	485
	57%	63%	51%	44%	50%	55%	55%	63%	68%	55%	56%	58%	59%	57%	55%	57%	55%	65%	56%
Don't know	58	21	37	11	15	8	15	3	7	11	15	18	14	13	17	16	8	4	54
	6%	4%	7%	9%	9%	4%	9%	2%	3%	4%	6%	8%	6%	5%	7%	7%	6%	4%	6%
<u>The Conservative Party</u>																			
True	342	163	180	39	56	57	45	50	95	111	105	62	64	100	104	70	45	23	306
	34%	33%	35%	33%	33%	34%	26%	34%	43%	41%	38%	29%	27%	36%	40%	29%	32%	27%	35%
Not true	600	307	293	67	100	106	114	94	120	150	157	135	158	161	140	154	88	57	508
	60%	62%	57%	56%	59%	62%	65%	63%	54%	55%	56%	63%	67%	59%	54%	64%	62%	65%	58%
Don't know	63	23	40	14	15	6	17	5	6	12	18	18	16	13	17	17	9	7	56
	6%	5%	8%	12%	9%	4%	10%	3%	3%	4%	6%	8%	7%	5%	6%	7%	6%	8%	6%
<u>The Liberal Democrats</u>																			
True	294	135	159	34	50	63	45	40	63	112	90	41	51	85	83	56	45	25	259
	29%	27%	31%	28%	29%	38%	26%	27%	28%	41%	32%	19%	51	31%	32%	23%	32%	29%	30%
Not true	646	336	310	74	104	98	114	105	149	148	172	154	172	172	161	169	88	56	553
	64%	68%	60%	62%	61%	58%	65%	71%	68%	54%	61%	72%	72%	63%	62%	70%	62%	64%	64%
Don't know	65	22	43	12	17	7	17	4	9	13	18	19	15	16	17	16	9	6	57
	6%	4%	8%	10%	10%	4%	9%	3%	4%	5%	6%	9%	6%	6%	7%	7%	6%	7%	7%
<u>UKIP</u>																			
True	291	170	121	26	44	42	57	53	69	65	69	79	78	73	91	64	49	14	261
	29%	35%	24%	22%	26%	25%	33%	35%	31%	24%	25%	37%	33%	27%	35%	27%	34%	16%	30%
Not true	644	299	344	82	113	117	104	88	140	193	194	117	140	187	150	159	82	66	547
	64%	61%	67%	69%	66%	69%	59%	59%	63%	71%	69%	54%	59%	68%	58%	66%	57%	76%	63%
Don't know	70	23	47	11	15	10	15	8	12	15	17	19	20	14	19	18	12	7	62
	7%	5%	9%	9%	9%	6%	8%	5%	5%	5%	6%	9%	8%	5%	7%	8%	8%	8%	7%

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Shares my values

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
<u>The Labour Party</u>												
True	375	39	170	22	22	55	187	33	121	52	138	152
	37%	19%	82%	34%	19%	30%	40%	16%	71%	41%	39%	43%
Not true	571	162	27	44	93	101	249	169	47	73	213	183
	57%	80%	13%	66%	79%	56%	53%	83%	28%	57%	60%	52%
Don't know	58	2	11	-	3	25	32	2	2	3	4	16
	6%	1%	5%	-	2%	14%	7%	1%	1%	2%	1%	4%
<u>The Conservative Party</u>												
True	342	180	29	24	30	43	163	162	23	33	139	144
	34%	89%	14%	36%	26%	24%	35%	79%	13%	26%	39%	41%
Not true	600	20	166	42	85	113	273	40	144	91	207	191
	60%	10%	80%	64%	73%	62%	58%	20%	85%	71%	58%	55%
Don't know	63	3	12	-	1	26	32	2	3	4	9	15
	6%	2%	6%	-	1%	14%	7%	1%	2%	3%	2%	4%
<u>The Liberal Democrats</u>												
True	294	67	56	60	21	50	162	55	45	79	102	133
	29%	33%	27%	91%	18%	28%	35%	27%	26%	62%	29%	38%
Not true	646	131	140	6	94	106	273	144	122	44	245	200
	64%	65%	68%	9%	81%	58%	58%	71%	72%	34%	69%	57%
Don't know	65	4	11	-	2	25	34	4	3	5	8	17
	6%	2%	5%	-	2%	14%	7%	2%	2%	4%	2%	5%
<u>UKIP</u>												
True	291	63	38	15	100	41	142	82	46	24	115	114
	29%	31%	18%	22%	85%	22%	30%	40%	27%	19%	32%	32%
Not true	644	133	158	49	16	114	291	115	122	99	230	218
	64%	66%	77%	74%	14%	63%	62%	56%	72%	77%	65%	62%
Don't know	70	6	11	3	2	26	36	7	2	5	9	18
	7%	3%	5%	4%	1%	14%	8%	3%	1%	4%	3%	5%

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Absolutes/col percents

Table 11

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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	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869
<u>The Labour Party</u>																			
True	400	176	224	63	70	75	64	54	74	119	109	79	93	110	103	93	61	32	344
	40%	36%	44%	53%	41%	44%	36%	36%	34%	44%	39%	37%	39%	40%	40%	38%	43%	36%	40%
Not true	540	296	244	46	88	83	96	89	137	142	154	115	129	148	138	132	72	51	464
	54%	60%	48%	38%	51%	49%	55%	60%	62%	52%	55%	53%	55%	54%	53%	54%	50%	59%	53%
Don't know	66	21	44	11	14	11	15	5	9	12	17	21	15	15	19	18	9	4	61
	7%	4%	9%	9%	8%	7%	9%	4%	4%	4%	6%	10%	6%	6%	7%	7%	7%	4%	7%
<u>The Conservative Party</u>																			
True	317	157	160	35	54	56	48	41	83	108	96	51	62	97	87	63	47	23	279
	32%	32%	31%	29%	31%	33%	27%	28%	38%	40%	34%	24%	26%	36%	33%	26%	33%	26%	32%
Not true	625	312	313	70	104	104	113	103	130	153	166	147	159	161	155	162	87	59	533
	62%	63%	61%	59%	61%	62%	64%	69%	59%	56%	59%	68%	67%	59%	60%	67%	61%	68%	61%
Don't know	63	24	39	15	14	9	15	4	7	12	17	17	17	15	18	16	8	5	57
	6%	5%	8%	12%	8%	5%	8%	3%	3%	4%	6%	8%	7%	6%	7%	7%	6%	6%	7%
<u>The Liberal Democrats</u>																			
True	272	123	149	27	41	63	48	38	55	109	80	30	52	91	65	56	44	16	244
	27%	25%	29%	23%	24%	37%	27%	25%	25%	40%	29%	14%	22%	33%	25%	23%	31%	18%	28%
Not true	658	345	313	76	114	95	112	107	154	147	179	163	169	164	174	166	89	65	558
	65%	70%	61%	63%	67%	56%	63%	72%	70%	54%	64%	76%	71%	60%	67%	69%	62%	75%	64%
Don't know	75	25	51	17	16	11	16	4	12	17	20	22	16	18	21	20	10	6	68
	7%	5%	10%	14%	9%	7%	9%	3%	5%	6%	7%	10%	7%	7%	8%	8%	7%	7%	8%
<u>UKIP</u>																			
True	314	184	130	26	46	52	62	54	74	72	80	76	86	83	97	72	53	10	286
	31%	37%	25%	22%	27%	31%	35%	36%	33%	26%	29%	36%	36%	30%	37%	30%	37%	12%	33%
Not true	617	287	330	83	111	105	97	87	134	185	180	120	131	176	140	150	79	71	517
	61%	58%	64%	69%	65%	62%	55%	59%	61%	68%	64%	56%	55%	64%	54%	62%	56%	82%	60%
Don't know	74	21	52	11	14	12	16	7	13	16	20	18	20	14	24	19	10	6	66
	7%	4%	10%	9%	8%	7%	9%	5%	6%	6%	7%	9%	9%	5%	9%	8%	7%	6%	8%

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On the side of people like me

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
<u>The Labour Party</u>												
True	400	43	172	28	26	55	202	35	125	58	144	169
	40%	21%	83%	43%	22%	30%	43%	17%	73%	45%	40%	48%
Not true	540	156	20	38	88	99	229	165	42	66	205	161
	54%	77%	10%	57%	75%	55%	49%	81%	25%	52%	58%	46%
Don't know	66	4	14	-	3	27	38	3	3	4	7	20
	7%	2%	7%	-	3%	15%	8%	1%	2%	3%	2%	6%
<u>The Conservative Party</u>												
True	317	168	26	24	26	37	144	139	22	37	134	126
	32%	83%	13%	37%	22%	21%	31%	68%	13%	29%	38%	36%
Not true	625	32	170	41	90	114	289	63	145	87	216	210
	62%	16%	82%	62%	77%	63%	62%	31%	85%	68%	61%	60%
Don't know	63	3	11	1	*	30	35	1	3	3	5	15
	6%	1%	5%	1%	*	16%	7%	1%	2%	3%	2%	4%
<u>The Liberal Democrats</u>												
True	272	61	47	58	18	41	150	56	46	75	85	130
	27%	30%	23%	88%	15%	22%	32%	28%	27%	59%	24%	37%
Not true	658	135	147	6	97	108	274	142	120	50	262	201
	65%	67%	71%	10%	83%	60%	59%	70%	70%	39%	74%	57%
Don't know	75	7	12	2	2	32	44	5	4	3	8	20
	7%	3%	6%	3%	2%	18%	9%	2%	2%	3%	2%	6%
<u>UKIP</u>												
True	314	70	36	11	103	47	156	91	48	29	117	124
	31%	35%	18%	17%	88%	26%	33%	44%	28%	23%	33%	35%
Not true	617	124	155	54	13	107	270	106	119	95	229	203
	61%	61%	75%	82%	11%	59%	58%	52%	70%	74%	64%	58%
Don't know	74	8	15	1	2	27	42	7	3	4	9	24
	7%	4%	7%	1%	1%	15%	9%	3%	2%	3%	3%	7%

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Table 12

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

Willing to take tough decisions for the long term

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869
<u>The Labour Party</u>																			
True	349	156	193	46	64	64	60	53	63	105	97	62	85	103	86	85	50	24	303
	35%	32%	38%	38%	37%	38%	34%	36%	28%	39%	35%	29%	36%	38%	33%	35%	35%	28%	35%
Not true	597	319	278	62	93	96	101	93	151	158	165	137	137	155	157	144	84	57	513
	59%	65%	54%	52%	54%	57%	58%	63%	69%	58%	59%	64%	58%	57%	60%	59%	59%	66%	59%
Don't know	60	18	42	12	15	9	15	3	6	10	17	17	16	15	17	14	8	5	54
	6%	4%	8%	10%	9%	5%	8%	2%	3%	4%	6%	8%	7%	6%	7%	6%	6%	6%	6%
<u>The Conservative Party</u>																			
True	492	258	235	63	82	91	73	73	110	156	160	92	85	136	141	110	71	35	436
	49%	52%	46%	53%	48%	54%	42%	49%	50%	57%	57%	43%	36%	50%	54%	45%	50%	40%	50%
Not true	447	215	232	42	74	68	88	73	102	106	100	108	132	122	102	115	62	45	376
	44%	44%	45%	35%	43%	40%	50%	49%	46%	39%	36%	50%	56%	44%	39%	48%	44%	52%	43%
Don't know	66	19	46	15	16	10	14	2	9	11	19	16	20	16	17	17	9	7	57
	7%	4%	9%	12%	9%	6%	8%	2%	4%	4%	7%	7%	8%	6%	7%	7%	6%	8%	7%
<u>The Liberal Democrats</u>																			
True	274	132	141	38	39	52	42	42	60	88	86	52	48	73	75	58	47	20	243
	27%	27%	28%	32%	23%	31%	24%	29%	27%	32%	31%	24%	20%	27%	29%	24%	33%	23%	28%
Not true	664	339	325	68	114	110	117	101	154	171	178	145	171	186	166	164	86	62	564
	66%	69%	63%	57%	67%	65%	66%	68%	70%	62%	64%	67%	72%	68%	64%	68%	60%	72%	65%
Don't know	67	21	46	14	18	7	17	5	7	14	16	19	18	14	19	20	9	4	62
	7%	4%	9%	11%	10%	4%	10%	3%	3%	5%	6%	9%	8%	5%	7%	8%	7%	5%	7%
<u>UKIP</u>																			
True	348	196	152	42	52	66	67	51	69	81	102	82	84	105	92	78	50	21	310
	35%	40%	30%	35%	30%	39%	38%	34%	31%	30%	36%	38%	35%	39%	35%	32%	35%	24%	36%
Not true	566	268	299	65	102	89	88	86	136	176	151	112	127	151	138	141	79	57	480
	56%	54%	58%	55%	59%	53%	50%	58%	62%	65%	54%	52%	54%	55%	53%	58%	55%	66%	55%
Don't know	91	29	62	12	17	14	21	12	15	16	27	22	27	17	30	22	13	9	79
	9%	6%	12%	10%	10%	8%	12%	8%	7%	6%	10%	10%	11%	6%	11%	9%	9%	10%	9%

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Willing to take tough decisions for the long term

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
<u>The Labour Party</u>												
True	349	40	150	21	21	48	161	33	110	40	137	132
	35%	20%	72%	32%	18%	26%	34%	16%	65%	31%	39%	38%
Not true	597	161	49	42	96	104	271	168	57	81	215	204
	59%	79%	24%	64%	82%	58%	58%	83%	33%	63%	61%	58%
Don't know	60	1	8	3	*	29	37	2	3	7	3	15
	6%	1%	4%	4%	*	16%	8%	1%	2%	5%	1%	4%
<u>The Conservative Party</u>												
True	492	183	89	35	44	75	241	165	66	56	199	192
	49%	90%	43%	53%	38%	42%	51%	81%	39%	44%	56%	55%
Not true	447	18	110	27	72	79	192	38	99	64	150	142
	44%	9%	53%	41%	61%	44%	41%	19%	58%	50%	42%	41%
Don't know	66	1	7	4	2	27	35	-	4	8	6	16
	7%	1%	3%	6%	1%	15%	8%	-	3%	6%	2%	5%
<u>The Liberal Democrats</u>												
True	274	61	53	49	18	51	144	52	40	62	95	112
	27%	30%	25%	74%	15%	28%	31%	26%	24%	48%	27%	32%
Not true	664	140	147	15	98	96	285	148	127	59	257	224
	66%	69%	71%	22%	84%	53%	61%	73%	75%	46%	72%	64%
Don't know	67	2	7	3	1	34	40	3	3	7	4	15
	7%	1%	3%	4%	1%	19%	8%	2%	2%	6%	1%	4%
<u>UKIP</u>												
True	348	72	55	25	89	48	172	82	54	26	128	138
	35%	36%	27%	37%	76%	27%	37%	40%	32%	21%	36%	39%
Not true	566	124	142	35	23	97	242	112	108	88	218	183
	56%	61%	68%	54%	19%	53%	52%	55%	63%	69%	61%	52%
Don't know	91	6	10	6	6	36	55	9	8	14	9	29
	9%	3%	5%	9%	5%	20%	12%	5%	5%	11%	3%	8%

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Absolutes/col percents

Table 13

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

Reasonable and sensible

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867	
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869	
<u>The Labour Party</u>																				
True	426	203	223	61	81	77	75	62	69	142	112	80	93	128	106	98	63	31	369	
	42%	41%	43%	51%	47%	46%	43%	42%	31%	52%	40%	37%	39%	47%	41%	41%	44%	35%	42%	
Not true	525	272	254	49	77	83	87	85	144	122	152	120	131	133	139	130	71	52	452	
	52%	55%	50%	41%	45%	49%	50%	57%	66%	45%	54%	56%	55%	49%	54%	54%	50%	60%	52%	
Don't know	54	17	36	10	13	9	13	1	7	9	16	15	13	12	15	14	9	4	49	
	5%	4%	7%	8%	8%	5%	8%	1%	3%	3%	6%	7%	6%	4%	6%	6%	6%	5%	6%	
<u>The Conservative Party</u>																				
True	437	229	208	59	70	77	64	58	108	145	136	76	80	117	128	98	63	32	384	
	44%	46%	41%	49%	41%	45%	37%	39%	49%	53%	49%	35%	34%	43%	49%	40%	44%	37%	44%	
Not true	512	246	266	49	87	85	97	88	106	118	128	124	142	144	119	128	71	50	435	
	51%	50%	52%	41%	51%	50%	55%	59%	48%	43%	46%	57%	60%	53%	46%	53%	50%	58%	50%	
Don't know	56	18	38	11	14	8	14	2	6	11	15	15	15	13	13	16	9	5	50	
	6%	4%	7%	9%	8%	5%	8%	2%	3%	4%	5%	7%	6%	5%	5%	7%	6%	5%	6%	
<u>The Liberal Democrats</u>																				
True	361	186	175	40	66	72	62	50	72	136	103	56	66	109	96	75	52	29	319	
	36%	38%	34%	33%	38%	42%	35%	34%	33%	50%	37%	26%	28%	40%	37%	31%	37%	33%	37%	
Not true	583	288	295	69	91	90	99	95	140	124	161	141	157	151	150	150	82	51	498	
	58%	58%	58%	58%	53%	53%	56%	64%	63%	45%	58%	66%	66%	55%	58%	62%	57%	59%	57%	
Don't know	60	18	42	11	15	8	15	3	9	14	16	17	14	14	14	17	8	7	53	
	6%	4%	8%	9%	9%	5%	9%	2%	4%	5%	6%	8%	6%	5%	5%	7%	6%	8%	6%	
<u>UKIP</u>																				
True	261	141	120	24	34	38	49	50	66	55	71	64	71	66	83	60	42	11	234	
	26%	29%	23%	20%	20%	22%	28%	34%	30%	20%	25%	30%	30%	24%	32%	25%	29%	12%	27%	
Not true	672	329	343	86	123	123	110	90	140	202	188	134	147	193	154	163	90	72	570	
	67%	67%	67%	72%	72%	73%	62%	61%	63%	74%	67%	62%	62%	71%	59%	67%	63%	82%	66%	
Don't know	72	22	50	10	14	8	17	8	14	15	21	17	19	14	23	20	10	5	66	
	7%	5%	10%	8%	8%	5%	10%	6%	6%	6%	7%	8%	8%	5%	9%	8%	7%	5%	8%	

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Absolutes/col percents

Table 13

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

Reasonable and sensible

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
<u>The Labour Party</u>												
True	426	53	171	32	27	63	223	46	117	69	151	181
	42%	26%	82%	49%	23%	35%	48%	23%	69%	54%	42%	52%
Not true	525	148	28	32	89	95	218	156	50	55	198	156
	52%	73%	14%	48%	76%	53%	47%	76%	29%	43%	56%	45%
Don't know	54	2	8	2	1	23	27	2	3	5	6	13
	5%	1%	4%	3%	1%	13%	6%	1%	2%	4%	2%	4%
<u>The Conservative Party</u>												
True	437	180	66	33	40	61	216	163	47	54	181	177
	44%	89%	32%	50%	34%	34%	46%	80%	27%	42%	51%	50%
Not true	512	22	133	32	77	93	223	40	120	70	170	162
	51%	11%	64%	49%	66%	52%	48%	20%	71%	55%	48%	46%
Don't know	56	1	8	1	-	26	29	1	3	4	5	12
	6%	1%	4%	2%	-	14%	6%	1%	2%	3%	1%	3%
<u>The Liberal Democrats</u>												
True	361	91	80	53	24	53	193	81	53	79	130	160
	36%	45%	39%	81%	21%	30%	41%	40%	31%	62%	36%	46%
Not true	583	109	120	13	92	100	240	119	114	46	224	175
	58%	54%	58%	19%	78%	55%	51%	58%	67%	36%	63%	50%
Don't know	60	3	7	-	1	28	35	4	3	3	2	16
	6%	1%	3%	-	1%	15%	8%	2%	2%	2%	1%	5%
<u>UKIP</u>												
True	261	48	34	13	90	38	133	69	37	20	97	104
	26%	24%	16%	20%	76%	21%	28%	34%	22%	16%	27%	30%
Not true	672	148	165	49	27	112	297	127	127	102	252	227
	67%	73%	80%	75%	23%	62%	63%	62%	75%	79%	71%	65%
Don't know	72	6	8	3	1	31	39	7	6	6	6	19
	7%	3%	4%	5%	1%	17%	8%	3%	4%	5%	2%	5%

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Absolutes/col percents

Table 14

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

It's heart is in the right place

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869
<u>The Labour Party</u>																			
True	480	231	249	67	71	88	89	70	94	157	138	84	102	147	115	112	71	35	417
	48%	47%	49%	56%	41%	52%	51%	47%	43%	57%	49%	39%	43%	54%	44%	47%	50%	40%	48%
Not true	468	243	225	43	84	70	75	74	122	106	126	115	122	112	131	114	62	49	400
	47%	49%	44%	36%	49%	42%	42%	50%	55%	39%	45%	53%	51%	41%	50%	47%	44%	56%	46%
Don't know	57	18	38	9	16	11	12	4	4	10	16	17	14	14	14	16	9	4	52
	6%	4%	7%	8%	9%	6%	7%	3%	2%	4%	6%	8%	6%	5%	5%	7%	7%	4%	6%
<u>The Conservative Party</u>																			
True	375	191	184	44	60	67	59	51	94	123	112	63	77	92	113	84	57	29	326
	37%	39%	36%	37%	35%	40%	34%	35%	42%	45%	40%	29%	32%	34%	43%	35%	40%	33%	38%
Not true	575	283	292	65	96	94	104	94	123	138	152	138	147	168	134	144	76	53	495
	57%	58%	57%	54%	56%	56%	59%	63%	56%	51%	54%	64%	62%	61%	52%	59%	53%	61%	57%
Don't know	55	18	36	11	15	8	13	3	4	11	16	14	14	13	14	14	9	5	48
	5%	4%	7%	9%	9%	5%	7%	2%	2%	4%	6%	6%	6%	5%	5%	6%	7%	5%	6%
<u>The Liberal Democrats</u>																			
True	457	223	234	45	72	88	87	64	102	162	130	79	86	138	125	100	58	36	404
	45%	45%	46%	38%	42%	52%	49%	43%	46%	59%	46%	37%	36%	51%	48%	41%	41%	41%	46%
Not true	490	252	239	64	84	72	74	81	115	101	132	122	136	123	121	125	75	46	414
	49%	51%	47%	54%	49%	43%	42%	55%	52%	37%	47%	57%	57%	45%	46%	52%	53%	53%	48%
Don't know	58	18	40	10	15	9	15	3	4	10	18	14	15	12	15	17	9	5	52
	6%	4%	8%	9%	9%	6%	9%	2%	2%	4%	6%	7%	7%	4%	6%	7%	6%	5%	6%
<u>UKIP</u>																			
True	379	209	170	31	55	61	75	62	94	92	99	98	90	107	117	83	54	18	338
	38%	42%	33%	26%	32%	36%	43%	42%	43%	34%	35%	45%	38%	39%	45%	34%	38%	21%	39%
Not true	559	265	294	77	103	99	85	79	116	167	161	104	127	152	124	142	79	62	472
	56%	54%	57%	64%	60%	58%	48%	53%	53%	61%	58%	48%	53%	56%	48%	59%	56%	71%	54%
Don't know	67	19	49	12	14	9	16	7	10	14	19	14	20	14	20	18	9	7	60
	7%	4%	9%	10%	8%	5%	9%	5%	4%	5%	7%	6%	9%	5%	8%	7%	6%	8%	7%

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Absolutes/col percents

Table 14

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

It's heart is in the right place

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
<u>The Labour Party</u>												
True	480	80	174	38	32	74	243	83	133	70	180	192
	48%	39%	84%	58%	28%	41%	52%	41%	78%	55%	51%	55%
Not true	468	123	25	25	83	80	196	120	35	52	170	147
	47%	61%	12%	38%	71%	44%	42%	59%	21%	41%	48%	42%
Don't know	57	-	8	2	2	27	29	1	2	6	5	12
	6%	-	4%	4%	1%	15%	6%	*	1%	4%	1%	3%
<u>The Conservative Party</u>												
True	375	172	45	26	28	54	183	150	33	43	153	149
	37%	85%	22%	39%	24%	30%	39%	74%	20%	33%	43%	43%
Not true	575	30	156	40	88	99	255	52	135	84	200	190
	57%	15%	75%	61%	75%	55%	54%	26%	79%	66%	56%	54%
Don't know	55	1	6	-	1	28	30	1	2	1	2	12
	5%	*	3%	-	1%	15%	6%	1%	1%	1%	*	3%
<u>The Liberal Democrats</u>												
True	457	126	84	58	45	73	242	119	73	99	170	191
	45%	62%	40%	88%	38%	41%	52%	59%	43%	77%	48%	55%
Not true	490	75	115	8	71	79	195	82	93	27	181	146
	49%	37%	55%	12%	60%	44%	42%	40%	55%	21%	51%	42%
Don't know	58	2	9	-	2	28	32	2	3	2	4	13
	6%	1%	4%	-	1%	15%	7%	1%	2%	2%	1%	4%
<u>UKIP</u>												
True	379	88	50	23	101	56	197	104	52	38	131	150
	38%	43%	24%	35%	86%	31%	42%	51%	31%	30%	37%	43%
Not true	559	111	150	42	15	97	236	94	112	88	219	182
	56%	55%	72%	64%	13%	53%	50%	46%	66%	69%	62%	52%
Don't know	67	3	7	1	1	28	36	6	5	2	5	19
	7%	2%	3%	1%	1%	16%	8%	3%	3%	2%	1%	5%

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Absolutes/col percents

Table 15

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

Stands for fairness

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867	
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869	
<u>The Labour Party</u>																				
True	469	217	253	72	74	92	80	64	88	151	134	87	98	136	118	116	68	32	411	
	47%	44%	49%	60%	43%	54%	46%	43%	40%	55%	48%	40%	41%	50%	45%	48%	48%	37%	47%	
Not true	472	256	216	34	83	69	79	79	127	112	127	110	123	123	124	109	67	50	401	
	47%	52%	42%	29%	49%	41%	45%	53%	58%	41%	46%	51%	52%	45%	48%	45%	47%	57%	46%	
Don't know	64	20	44	13	15	9	16	5	6	10	19	18	17	14	19	17	8	5	58	
	6%	4%	9%	11%	9%	5%	9%	4%	3%	4%	7%	8%	7%	5%	7%	7%	6%	6%	7%	
<u>The Conservative Party</u>																				
True	338	161	177	37	52	62	47	50	90	102	99	65	72	87	97	76	56	22	297	
	34%	33%	35%	31%	30%	37%	27%	33%	41%	37%	35%	30%	30%	32%	37%	32%	39%	25%	34%	
Not true	604	309	296	68	104	102	113	95	123	160	164	134	146	174	143	148	79	61	515	
	60%	63%	58%	57%	61%	60%	64%	64%	56%	59%	59%	62%	62%	63%	55%	61%	55%	70%	59%	
Don't know	63	22	40	14	16	6	16	4	8	11	17	16	19	13	20	18	7	4	58	
	6%	5%	8%	12%	9%	3%	9%	3%	3%	4%	6%	7%	8%	5%	8%	7%	5%	5%	7%	
<u>The Liberal Democrats</u>																				
True	455	211	244	55	78	92	76	59	94	161	144	70	80	144	118	102	58	33	406	
	45%	43%	48%	46%	46%	54%	43%	40%	43%	59%	51%	33%	34%	53%	45%	42%	41%	38%	47%	
Not true	481	258	223	51	77	72	80	84	118	99	115	127	140	114	123	123	76	46	404	
	48%	52%	44%	43%	45%	42%	45%	57%	54%	36%	41%	59%	59%	42%	47%	51%	53%	53%	46%	
Don't know	69	23	45	14	16	6	20	5	8	13	21	18	17	16	20	16	8	8	60	
	7%	5%	9%	12%	10%	3%	11%	3%	4%	5%	8%	8%	7%	6%	8%	7%	6%	9%	7%	
<u>UKIP</u>																				
True	311	164	147	32	32	50	64	53	79	69	83	73	86	89	91	68	49	15	279	
	31%	33%	29%	27%	18%	30%	37%	36%	36%	25%	30%	34%	36%	32%	35%	28%	34%	17%	32%	
Not true	625	304	320	78	125	111	92	87	133	193	178	125	129	171	147	155	85	66	528	
	62%	62%	63%	65%	73%	65%	52%	59%	60%	71%	64%	58%	54%	63%	56%	64%	60%	76%	61%	
Don't know	69	24	46	10	15	8	19	8	9	11	19	17	22	13	23	19	8	6	62	
	7%	5%	9%	8%	9%	5%	11%	5%	4%	4%	7%	8%	9%	5%	9%	8%	6%	7%	7%	

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Table 15

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

Stands for fairness

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
<u>The Labour Party</u>												
True	469	78	174	39	32	76	237	71	125	73	179	187
	47%	38%	84%	59%	27%	42%	51%	35%	73%	57%	50%	53%
Not true	472	123	22	26	84	77	198	130	43	50	168	149
	47%	61%	11%	39%	72%	43%	42%	64%	25%	39%	47%	43%
Don't know	64	1	11	1	2	27	34	2	3	5	8	15
	6%	1%	5%	2%	2%	15%	7%	1%	2%	4%	2%	4%
<u>The Conservative Party</u>												
True	338	170	26	28	32	45	159	147	16	41	141	136
	34%	84%	13%	43%	27%	25%	34%	72%	10%	32%	40%	39%
Not true	604	33	170	38	84	106	272	54	150	83	211	200
	60%	16%	82%	57%	72%	58%	58%	27%	88%	65%	59%	57%
Don't know	63	-	11	-	2	31	37	2	4	4	4	15
	6%	-	5%	-	1%	17%	8%	1%	2%	3%	1%	4%
<u>The Liberal Democrats</u>												
True	455	121	90	58	39	75	240	110	64	94	166	192
	45%	60%	43%	88%	33%	42%	51%	54%	38%	73%	47%	55%
Not true	481	78	105	8	78	75	191	88	101	31	182	143
	48%	39%	51%	12%	66%	42%	41%	43%	59%	24%	51%	41%
Don't know	69	3	12	-	1	30	38	6	5	4	8	16
	7%	2%	6%	-	1%	17%	8%	3%	3%	3%	2%	5%
<u>UKIP</u>												
True	311	70	39	20	101	38	152	86	43	33	121	124
	31%	35%	19%	30%	86%	21%	32%	42%	25%	26%	34%	35%
Not true	625	127	156	46	17	114	284	112	123	92	226	211
	62%	63%	76%	69%	14%	63%	61%	55%	72%	72%	64%	60%
Don't know	69	5	11	1	-	29	33	6	5	3	8	16
	7%	2%	5%	1%	-	16%	7%	3%	3%	3%	2%	4%

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Absolutes/col percents

Table 16

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

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

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869
<u>The Labour Party</u>																			
True	304	142	163	42	44	52	54	46	67	84	71	69	80	83	76	69	48	28	257
	30%	29%	32%	35%	26%	31%	31%	31%	30%	31%	26%	32%	34%	30%	29%	29%	34%	33%	30%
Not true	637	329	308	67	112	107	106	100	144	178	187	132	141	176	166	155	86	53	554
	63%	67%	60%	56%	66%	63%	61%	67%	65%	65%	67%	61%	59%	64%	64%	64%	61%	61%	64%
Don't know	64	22	42	11	15	11	15	2	9	11	22	15	17	15	18	18	8	5	58
	6%	4%	8%	9%	9%	6%	9%	2%	4%	4%	8%	7%	7%	5%	7%	7%	6%	6%	7%
<u>The Conservative Party</u>																			
True	328	158	169	42	52	52	49	48	85	98	93	61	76	89	97	71	48	23	289
	33%	32%	33%	36%	30%	30%	28%	32%	39%	36%	33%	28%	32%	32%	37%	29%	34%	27%	33%
Not true	612	311	301	63	105	108	109	98	129	163	168	138	143	170	144	153	86	60	520
	61%	63%	59%	53%	61%	64%	62%	66%	58%	60%	60%	64%	60%	62%	55%	63%	60%	69%	60%
Don't know	65	23	42	14	15	9	18	3	7	12	20	16	18	15	20	18	9	4	61
	7%	5%	8%	12%	9%	6%	10%	2%	3%	5%	7%	7%	8%	5%	8%	7%	6%	5%	7%
<u>The Liberal Democrats</u>																			
True	269	134	136	32	37	49	48	42	61	91	64	49	66	80	72	52	43	23	235
	27%	27%	26%	26%	22%	29%	27%	29%	28%	33%	23%	23%	28%	29%	28%	22%	30%	26%	27%
Not true	667	337	330	75	120	111	108	104	151	172	189	150	157	177	171	174	90	56	576
	66%	68%	64%	62%	70%	66%	61%	70%	68%	63%	67%	70%	66%	65%	65%	72%	64%	64%	66%
Don't know	68	22	47	13	15	9	20	2	9	10	27	17	14	17	18	16	9	8	59
	7%	4%	9%	11%	9%	5%	12%	2%	4%	4%	10%	8%	6%	6%	7%	7%	7%	10%	7%
<u>UKIP</u>																			
True	566	292	273	56	84	95	110	97	124	150	161	129	125	158	154	136	83	35	500
	56%	59%	53%	47%	49%	56%	63%	65%	56%	55%	58%	60%	53%	58%	59%	56%	58%	40%	57%
Not true	370	177	193	51	73	65	50	45	86	112	99	70	89	100	82	90	52	46	308
	37%	36%	38%	42%	43%	38%	29%	30%	39%	41%	35%	33%	38%	36%	32%	37%	37%	53%	35%
Don't know	69	23	46	13	15	9	16	7	11	11	20	16	23	16	25	15	7	6	62
	7%	5%	9%	11%	9%	5%	9%	4%	5%	4%	7%	7%	10%	6%	9%	6%	5%	7%	7%

The Ashcroft National Poll

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Absolutes/col percents

Table 16

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

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

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
<u>The Labour Party</u>												
True	304	52	117	20	20	48	136	45	90	30	126	105
	30%	25%	57%	30%	17%	27%	29%	22%	53%	24%	35%	30%
Not true	637	148	81	42	95	107	300	159	74	94	220	231
	63%	73%	39%	64%	81%	59%	64%	78%	44%	73%	62%	66%
Don't know	64	3	8	4	2	25	32	-	6	4	9	15
	6%	1%	4%	5%	2%	14%	7%	-	3%	3%	3%	4%
<u>The Conservative Party</u>												
True	328	140	56	19	20	54	150	111	41	37	139	116
	33%	69%	27%	28%	17%	30%	32%	55%	24%	29%	39%	33%
Not true	612	60	143	46	95	98	283	90	126	88	209	220
	61%	30%	69%	70%	81%	54%	60%	44%	74%	69%	59%	63%
Don't know	65	3	8	1	2	29	35	2	3	3	7	15
	7%	1%	4%	2%	2%	16%	7%	1%	2%	3%	2%	4%
<u>The Liberal Democrats</u>												
True	269	64	51	42	24	50	136	52	40	55	101	104
	27%	32%	24%	64%	21%	28%	29%	25%	24%	43%	28%	30%
Not true	667	135	147	24	92	102	302	150	125	73	242	234
	66%	67%	71%	36%	78%	57%	64%	74%	73%	57%	68%	67%
Don't know	68	3	10	-	1	28	30	1	5	1	12	13
	7%	2%	5%	-	1%	16%	6%	1%	3%	1%	3%	4%
<u>UKIP</u>												
True	566	139	101	39	109	81	274	147	92	68	221	216
	56%	68%	49%	59%	93%	45%	58%	72%	54%	53%	62%	62%
Not true	370	60	97	26	6	72	160	52	74	55	126	119
	37%	29%	47%	39%	5%	40%	34%	25%	44%	43%	35%	34%
Don't know	69	4	9	1	2	29	34	4	4	4	8	16
	7%	2%	4%	2%	2%	16%	7%	2%	2%	3%	2%	5%

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Absolutes/col percents

Table 17

Q6. Which of the following statements comes closest to your own view, even if none of them describes exactly what you think?

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	1005	453	552	85	156	176	197	173	218	369	223	165	248	280	254	243	140	88	867
Weighted base	1005	492	513	120	171	169	176	148	221	273	280	215	237	273	260	242	142	87	869
I would be happy to see the Conservatives in government after the next election AND happy to see David Cameron staying as Prime Minister	228 23%	114 23%	114 22%	20 17%	29 17%	41 24%	30 17%	36 24%	72 32%	68 25%	75 27%	38 17%	48 20%	61 22%	75 29%	42 17%	35 25%	15 17%	202 23%
I would RATHER HAVE DAVID CAMERON as PM than Ed Miliband, EVEN IF IT MEANS THE CONSERVATIVES staying in government	166 16%	87 18%	79 15%	29 24%	41 24%	25 15%	21 12%	17 12%	33 15%	48 18%	45 16%	42 19%	31 13%	41 15%	46 18%	36 15%	26 18%	17 20%	142 16%
I would RATHER HAVE THE CONSERVATIVES in government, EVEN IF IT MEANS DAVID CAMERON staying as PM	103 10%	50 10%	53 10%	12 10%	11 6%	18 11%	19 11%	18 12%	24 11%	31 11%	31 11%	17 8%	24 10%	25 9%	25 10%	25 10%	19 13%	9 10%	85 10%
I would RATHER HAVE LABOUR in government, EVEN IF IT MEANS ED MILIBAND becoming PM	152 15%	68 14%	84 16%	18 15%	29 17%	29 17%	27 15%	25 17%	24 11%	48 17%	41 15%	30 14%	33 14%	42 15%	32 12%	46 19%	22 16%	10 12%	133 15%
I would RATHER HAVE ED MILIBAND as PM than David Cameron, EVEN IF IT MEANS HAVING LABOUR in government	74 7%	20 4%	55 11%	10 9%	10 6%	17 10%	16 9%	9 6%	13 6%	11 4%	28 10%	22 10%	13 5%	22 8%	16 6%	26 11%	4 3%	5 6%	68 8%
I would be happy to see Labour in government after the next election AND happy to see Ed Miliband as PM	156 16%	86 17%	70 14%	18 15%	25 14%	22 13%	41 23%	25 17%	26 12%	40 15%	29 10%	31 15%	56 24%	44 16%	38 15%	36 15%	23 16%	15 17%	131 15%
Refused	27 3%	17 3%	10 2%	- -	8 5%	3 2%	4 2%	3 2%	9 4%	8 3%	9 3%	5 2%	5 2%	8 3%	6 2%	6 2%	2 2%	5 5%	21 2%
Don't know	99 10%	51 10%	49 9%	13 11%	19 11%	14 8%	18 10%	15 10%	21 10%	19 7%	23 8%	30 14%	27 12%	29 11%	22 9%	27 11%	10 7%	11 12%	88 10%

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Absolutes/col percents

Table 17

Q6. Which of the following statements comes closest to your own view, even if none of them describes exactly what you think?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1005	200	217	62	125	191	463	202	200	119	370	343
Weighted base	1005	203	207	66	117	181	469	204	170	128	355	351
I would be happy to see the Conservatives in government after the next election AND happy to see David Cameron staying as Prime Minister	228 23%	132 65%	11 5%	9 14%	17 15%	33 18%	109 23%	124 61%	8 5%	19 15%	98 28%	87 25%
I would RATHER HAVE DAVID CAMERON as PM than Ed Miliband, EVEN IF IT MEANS THE CONSERVATIVES staying in government	166 16%	32 16%	22 11%	13 19%	26 22%	36 20%	92 20%	34 16%	9 6%	22 17%	46 13%	66 19%
I would RATHER HAVE THE CONSERVATIVES in government, EVEN IF IT MEANS DAVID CAMERON staying as PM	103 10%	33 16%	2 1%	8 12%	21 18%	22 12%	49 10%	35 17%	6 4%	17 13%	38 11%	32 9%
I would RATHER HAVE LABOUR in government, EVEN IF IT MEANS ED MILIBAND becoming PM	152 15%	1 *	62 30%	9 14%	19 16%	17 10%	72 15%	2 1%	54 32%	28 22%	54 15%	61 18%
I would RATHER HAVE ED MILIBAND as PM than David Cameron, EVEN IF IT MEANS HAVING LABOUR in government	74 7%	2 1%	19 9%	7 11%	9 8%	14 8%	34 7%	1 1%	18 11%	14 11%	23 7%	26 7%
I would be happy to see Labour in government after the next election AND happy to see Ed Miliband as PM	156 16%	1 *	86 42%	12 18%	8 7%	17 9%	66 14%	2 1%	65 38%	18 14%	69 19%	53 15%
Refused	27 3%	1 *	-	3 5%	1 1%	15 8%	9 2%	-	1 1%	4 3%	4 1%	5 1%
Don't know	99 10%	1 *	4 2%	4 6%	16 14%	26 14%	39 8%	6 3%	9 5%	6 5%	22 6%	19 5%

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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	1005	1005
Weighted base	1005	1005
Yes	608 60%	613 61%
No	397 40%	392 39%

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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1005	1005
Weighted base	1005	1005
NET: Owners	652 65%	653 65%
Owned outright - without mortgage	299 30%	332 33%
Owned with a mortgage or loan	353 35%	321 32%
NET: Renters	337 34%	340 34%
Rented from the council	108 11%	141 14%
Rented from a housing association	80 8%	64 6%
Rented from someone else	149 15%	136 14%
Rent free	16 2%	12 1%

The Ashcroft National Poll
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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	1005	1005
Weighted base	1005	1005
None	189 19%	211 21%
1	421 42%	422 42%
2	272 27%	281 28%
3+	123 12%	90 9%
Mean	1.42	1.32
Standard deviation	1.27	1.14
Standard error	0.04	0.04

The Ashcroft National Poll
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Absolutes/col percents

Table 21
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1005	1005
Weighted base	1005	1005
NET: Working	628 62%	563 56%
Working full time - working 30 hours per week or more	485 48%	442 44%
Working part time - working between 8 and 29 hours per week	143 14%	121 12%
NET: Not Working	377 38%	442 44%
Not working but seeking work or temporarily unemployed or sick	65 6%	85 8%
Not working and not seeking work/ student	54 5%	75 7%
Retired on a state pension only	94 9%	95 9%
Retired with a private pension	135 13%	151 15%
House person, housewife, househusband, etc.	29 3%	37 4%

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Absolutes/col percents

Table 22
SEG
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1005	1005
Weighted base	1005	1005
NET: AB	369 37%	269 27%
A	122 12%	89 9%
B	247 25%	179 18%
C1	223 22%	279 28%
C2	165 16%	219 22%
D	113 11%	99 10%
E	135 13%	140 14%
NET: DE	248 25%	239 24%

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Absolutes/col percents

Table 23
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1005	1005
Weighted base	1005	1005
18-24	85 8%	119 12%
25-34	156 16%	169 17%
35-44	176 18%	169 17%
45-54	197 20%	179 18%
55-64	173 17%	149 15%
65 or older	218 22%	219 22%
Average age	48.40	47.02

The Ashcroft National Poll
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Absolutes/col percents

Table 24
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1005	1005
Weighted base	1005	1005
Male	453 45%	492 49%
Female	552 55%	513 51%

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Absolutes/col percents

Table 25
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1005	1005
Weighted base	1005	1005
Scotland	88 9%	90 9%
North East	44 4%	40 4%
North West	108 11%	111 11%
Yorkshire & Humberside	91 9%	90 9%
West Midlands	86 9%	90 9%
East Midlands	68 7%	70 7%
Wales	50 5%	50 5%
Eastern	100 10%	101 10%
London	139 14%	131 13%
South East	141 14%	141 14%
South West	90 9%	90 9%

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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

	Unweighted Total	Weighted Total
Unweighted base	1005	1005
Weighted base	1005	1005
Conservative	202 20%	204 20%
Labour	200 20%	170 17%
Liberal Democrat	119 12%	128 13%
Another party	71 7%	55 5%
Didn't vote	326 32%	370 37%
Refused	62 6%	52 5%
Don't know	25 2%	26 3%