

The Ashcroft National Poll

CATI Fieldwork : 14th - 16th 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	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868	
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869	
Absolutely certain to vote	(10)	555 55%	274 56%	281 55%	35 30%	70 41%	83 49%	114 65%	98 66%	156 70%	166 61%	156 56%	119 55%	115 48%	151 56%	148 56%	123 51%	72 51%	62 72%	468 54%
	(9)	62 6%	30 6%	31 6%	5 4%	9 5%	18 10%	8 4%	7 5%	15 7%	21 8%	22 8%	10 5%	9 4%	16 6%	17 7%	11 4%	11 8%	7 8%	52 6%
	(8)	69 7%	27 5%	43 8%	15 13%	8 5%	14 8%	16 9%	6 4%	11 5%	20 7%	19 7%	14 6%	17 7%	18 7%	12 5%	16 7%	16 11%	7 9%	54 6%
	(7)	71 7%	33 7%	38 7%	19 16%	19 11%	11 7%	9 5%	8 5%	5 2%	16 6%	25 9%	14 7%	16 7%	29 11%	21 8%	15 6%	4 3%	2 2%	67 8%
	(6)	18 2%	4 1%	14 3%	7 6%	1 1%	3 2%	2 1%	2 2%	3 1%	3 1%	5 2%	6 3%	5 2%	1 1%	3 1%	4 1%	8 6%	2 2%	16 2%
	(5)	62 6%	35 7%	27 5%	8 7%	18 11%	13 8%	7 4%	7 5%	10 4%	16 6%	9 3%	13 6%	24 10%	9 3%	18 7%	19 8%	15 11%	2 3%	57 7%
	(4)	25 2%	8 2%	17 3%	10 9%	7 4%	- -	1 1%	3 2%	4 2%	2 1%	9 3%	4 2%	10 4%	3 1%	5 2%	12 5%	4 3%	- -	24 3%
	(3)	26 3%	18 4%	8 2%	5 5%	10 6%	3 2%	2 1%	3 2%	4 2%	3 1%	4 1%	9 4%	11 5%	4 1%	6 2%	13 5%	1 1%	2 3%	22 3%
	(2)	14 1%	8 2%	6 1%	2 1%	3 2%	3 2%	1 1%	2 1%	3 1%	2 1%	6 2%	5 2%	1 1%	7 2%	3 1%	3 1%	1 1%	- -	13 2%
Definitely would not vote	(1)	98 10%	53 11%	46 9%	10 9%	24 14%	21 12%	16 9%	13 9%	14 6%	22 8%	24 9%	22 10%	30 13%	32 12%	29 11%	27 11%	9 6%	1 2%	92 11%
Refused		2 *	2 *	- -	- -	2 1%	- -	- -	- -	- -	1 *	1 *	- -	- -	2 1%	- -	- -	- -	- -	2 *
Don't know		1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *
Mean		7.87	7.79	7.96	6.87	6.85	7.70	8.38	8.29	8.62	8.35	8.05	7.71	7.28	7.87	7.84	7.41	8.00	9.10	7.75
Standard deviation		3.06	3.17	2.95	2.91	3.38	3.16	2.85	2.97	2.66	2.78	2.94	3.18	3.28	3.16	3.13	3.27	2.72	1.92	3.12
Standard error		0.10	0.14	0.13	0.31	0.27	0.25	0.20	0.23	0.18	0.14	0.19	0.27	0.21	0.19	0.19	0.21	0.22	0.20	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		1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base		1004	189	217	57	117	208	458	208	174	131	381	316
Absolutely certain to vote	(10)	555 55%	125 66%	132 61%	37 65%	84 72%	109 53%	229 50%	159 77%	129 74%	93 71%	278 73%	168 53%
	(9)	62 6%	16 9%	7 3%	5 9%	4 3%	20 9%	39 9%	18 8%	7 4%	12 9%	17 4%	25 8%
	(8)	69 7%	12 6%	19 9%	3 5%	4 3%	22 10%	41 9%	10 5%	11 6%	5 4%	23 6%	25 8%
	(7)	71 7%	12 6%	24 11%	3 5%	5 4%	19 9%	54 12%	9 4%	13 7%	4 3%	16 4%	36 11%
	(6)	18 2%	3 2%	7 3%	2 4%	2 1%	2 1%	11 2%	- -	1 *	5 4%	7 2%	8 3%
	(5)	62 6%	13 7%	11 5%	4 7%	13 11%	12 6%	39 9%	6 3%	7 4%	6 5%	19 5%	32 10%
	(4)	25 2%	1 1%	6 3%	3 5%	2 2%	11 5%	16 4%	1 *	- -	- -	8 2%	5 2%
	(3)	26 3%	4 2%	4 2%	- -	4 4%	6 3%	19 4%	4 2%	3 2%	3 2%	8 2%	12 4%
	(2)	14 1%	2 1%	6 3%	- -	- -	4 2%	9 2%	2 1%	1 1%	- -	5 1%	5 2%
Definitely would not vote	(1)	98 10%	- -	- -	- -	- -	- -	- -	- -	2 1%	2 2%	- -	- -
Refused		2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -
Don't know		1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -
Mean		7.87	8.91	8.53	8.84	8.81	8.37	8.20	9.34	9.11	9.05	9.01	8.33
Standard deviation		3.06	1.92	2.22	1.94	2.14	2.28	2.32	1.57	1.86	1.95	1.96	2.24
Standard error		0.10	0.14	0.14	0.27	0.20	0.16	0.11	0.11	0.13	0.18	0.10	0.13

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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	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
Conservative	189 19%	99 20%	91 18%	15 13%	28 17%	21 12%	30 17%	32 22%	62 28%	68 25%	62 22%	22 10%	38 16%	60 22%	52 20%	40 17%	23 16%	15 17%	170 20%
Labour	217 22%	100 20%	118 23%	30 25%	44 26%	32 19%	43 24%	26 18%	42 19%	67 25%	54 19%	49 23%	47 20%	56 21%	57 22%	59 25%	28 20%	17 20%	188 22%
Liberal Democrat	57 6%	28 6%	29 6%	7 6%	5 3%	19 11%	4 2%	10 7%	12 5%	18 7%	19 7%	10 5%	10 4%	13 5%	18 7%	15 6%	6 5%	5 6%	52 6%
SNP	26 3%	12 2%	14 3%	1 1%	2 1%	5 3%	5 3%	7 5%	6 3%	5 2%	8 3%	6 3%	7 3%	- -	- -	- -	- -	26 30%	- -
Plaid Cymru	6 1%	2 *	4 1%	- -	2 1%	- -	- -	1 *	3 1%	2 1%	- -	2 1%	2 1%	- -	- -	- -	6 4%	- -	- -
The UK Independence Party	117 12%	64 13%	53 10%	8 7%	11 6%	15 9%	31 17%	23 16%	29 13%	24 9%	17 6%	43 20%	34 14%	33 12%	33 12%	31 13%	19 13%	1 1%	110 13%
The Green Party	58 6%	23 5%	34 7%	14 12%	17 10%	13 8%	7 4%	3 2%	3 1%	9 3%	30 11%	8 3%	11 5%	17 6%	16 6%	11 4%	12 8%	2 2%	52 6%
The British National Party	4 *	4 1%	- -	- -	1 1%	- -	1 *	1 1%	* *	1 *	- -	1 1%	2 1%	- -	2 1%	2 1%	- -	- -	4 *
Another party	23 2%	10 2%	13 3%	- -	4 2%	4 2%	7 4%	4 2%	5 2%	6 2%	6 2%	8 4%	3 1%	10 4%	6 2%	4 2%	2 1%	2 2%	22 2%
Would not vote	98 10%	53 11%	46 9%	10 9%	24 14%	21 12%	16 9%	13 9%	14 6%	22 8%	24 9%	22 10%	30 13%	32 12%	29 11%	27 11%	9 6%	1 2%	92 11%
Refused	67 7%	33 7%	34 7%	7 6%	7 4%	5 3%	13 7%	13 9%	22 10%	15 5%	20 7%	15 7%	17 7%	16 6%	18 7%	15 6%	13 9%	6 7%	56 6%
Don't know	141 14%	64 13%	78 15%	24 21%	25 15%	33 20%	20 11%	14 10%	25 11%	36 13%	40 14%	29 14%	37 15%	34 13%	33 13%	38 16%	25 17%	11 13%	125 14%

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Q.2 If there was a general election tomorrow, which party would you vote for?**Base: All respondents**

	Voting Intention						Swing Vote	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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
Conservative	189 19%	189 100%	-	-	-	-	73 16%	123 59%	4 2%	15 11%	116 31%	73 23%
Labour	217 22%	-	217 100%	-	-	-	95 21%	4 2%	115 66%	23 18%	122 32%	95 30%
Liberal Democrat	57 6%	-	-	57 100%	-	-	37 8%	4 2%	* *	38 29%	20 5%	37 12%
SNP	26 3%	-	-	-	-	-	6 1%	-	8 5%	-	20 5%	6 2%
Plaid Cymru	6 1%	-	-	-	-	-	-	-	-	-	6 2%	-
The UK Independence Party	117 12%	-	-	-	117 100%	-	53 12%	37 18%	10 6%	11 8%	64 17%	53 17%
The Green Party	58 6%	-	-	-	-	-	34 7%	4 2%	12 7%	12 9%	24 6%	34 11%
The British National Party	4 *	-	-	-	-	-	2 1%	-	1 1%	-	1 *	2 1%
Another party	23 2%	-	-	-	-	-	15 3%	4 2%	4 2%	3 2%	8 2%	15 5%
Would not vote	98 10%	-	-	-	-	-	-	-	2 1%	2 2%	-	-
Refused	67 7%	-	-	-	-	67 32%	-	8 4%	3 2%	6 4%	-	-
Don't know	141 14%	-	-	-	-	141 68%	141 31%	23 11%	15 9%	22 17%	-	-

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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	521	265	255	33	64	74	121	94	134	219	124	65	113	146	138	112	70	55	442
Weighted base	498	247	251	41	69	77	101	82	129	153	143	100	102	142	135	105	64	52	424
Conservative	141	71	70	9	20	14	24	27	47	50	45	17	29	45	40	28	18	10	127
	28%	29%	28%	23%	29%	19%	24%	33%	36%	33%	32%	17%	28%	32%	29%	27%	28%	19%	30%
Labour	150	71	79	15	27	23	34	19	33	52	39	28	31	41	39	37	19	14	127
	30%	29%	31%	37%	39%	29%	34%	23%	26%	34%	27%	28%	30%	29%	29%	35%	29%	27%	30%
Liberal Democrat	42	22	20	4	3	15	3	7	10	14	14	8	6	11	15	8	4	4	38
	8%	9%	8%	9%	5%	20%	3%	8%	8%	9%	10%	8%	6%	7%	11%	8%	6%	7%	9%
SNP	21	9	12	1	1	4	4	6	5	4	7	5	5	-	-	-	-	21	-
	4%	4%	5%	2%	1%	5%	4%	7%	4%	3%	5%	5%	5%	-	-	-	-	41%	-
Plaid Cymru	4	2	2	-	1	-	-	1	3	2	-	2	1	-	-	-	4	-	-
	1%	1%	1%	-	1%	-	-	1%	2%	1%	-	2%	1%	-	-	-	6%	-	-
The UK Independence Party	85	46	39	4	5	9	26	17	24	19	14	30	22	27	25	23	9	1	81
	17%	19%	15%	9%	8%	11%	26%	21%	19%	12%	10%	30%	21%	19%	19%	22%	15%	2%	19%
The Green Party	38	17	21	8	10	9	6	3	2	8	20	4	6	11	11	6	9	2	34
	8%	7%	8%	20%	14%	12%	6%	3%	2%	5%	14%	4%	5%	8%	8%	5%	14%	3%	8%
The British National Party	1	1	-	-	*	-	*	*	*	*	-	*	1	-	*	1	-	-	1
	*	*	-	-	*	-	*	*	*	*	-	*	1%	-	*	1%	-	-	*
Another party	17	7	9	-	2	2	5	3	5	4	3	6	3	7	5	3	2	1	16
	3%	3%	4%	-	3%	3%	5%	3%	4%	3%	2%	6%	3%	5%	3%	3%	2%	1%	4%

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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 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	521	139	173	37	85	-	202	134	150	69	319	202
Weighted base	498	141	150	42	85	-	208	144	122	79	290	208
Conservative	141	141	-	-	-	-	49	100	3	12	92	49
	28%	100%	-	-	-	-	24%	70%	2%	15%	32%	24%
Labour	150	-	150	-	-	-	55	4	93	16	95	55
	30%	-	100%	-	-	-	26%	3%	76%	20%	33%	26%
Liberal Democrat	42	-	-	42	-	-	28	3	*	30	13	28
	8%	-	-	100%	-	-	14%	2%	*	38%	5%	14%
SNP	21	-	-	-	-	-	5	-	7	-	16	5
	4%	-	-	-	-	-	2%	-	6%	-	6%	2%
Plaid Cymru	4	-	-	-	-	-	-	-	-	-	4	-
	1%	-	-	-	-	-	-	-	-	-	1%	-
The UK Independence Party	85	-	-	-	85	-	38	30	8	10	47	38
	17%	-	-	-	100%	-	18%	21%	7%	12%	16%	18%
The Green Party	38	-	-	-	-	-	22	4	8	9	16	22
	8%	-	-	-	-	-	11%	3%	6%	12%	6%	11%
The British National Party	1	-	-	-	-	-	*	-	*	-	*	*
	*	-	-	-	-	-	*	-	*	-	*	*
Another party	17	-	-	-	-	-	11	3	3	2	6	11
	3%	-	-	-	-	-	5%	2%	2%	3%	2%	5%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	29%
Labour	30%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	16%
The Green Party	7%
Other	3%

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Table 5

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

Base: All naming a party they would vote for tomorrow

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	709	358	351	58	103	105	154	121	168	282	166	97	164	192	183	163	101	70	605
Weighted base	697	342	355	76	115	109	127	107	164	199	195	149	154	190	183	161	96	67	597
Will definitely vote that way	381 55%	193 57%	188 53%	34 45%	47 41%	50 46%	74 58%	65 61%	111 68%	116 58%	97 50%	68 45%	101 66%	91 48%	95 52%	92 57%	58 61%	44 66%	312 52%
Might end up voting differently	316 45%	148 43%	168 47%	42 55%	68 59%	60 54%	53 42%	42 39%	52 32%	83 42%	98 50%	81 55%	53 34%	99 52%	88 48%	69 43%	37 39%	23 34%	286 48%

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Table 5

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

Base: All naming a party they would vote for tomorrow

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	709	188	238	51	115	-	300	162	186	87	409	300
Weighted base	697	189	217	57	117	-	316	176	154	101	381	316
Will definitely vote that way	381	116	122	20	64	-	-	108	95	44	381	-
	55%	61%	56%	35%	55%	-	-	62%	62%	43%	100%	-
Might end up voting differently	316	73	95	37	53	-	316	68	59	57	-	316
	45%	39%	44%	65%	45%	-	100%	38%	38%	57%	-	100%

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Table 6

Q5. Which of the following would you most like to see as the outcome of the next general election?

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	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
A Conservative government	260 26%	128 26%	132 26%	20 17%	31 18%	31 18%	50 28%	39 26%	88 39%	76 28%	72 26%	56 26%	56 24%	91 33%	74 28%	43 18%	37 26%	14 17%	230 27%
A coalition between the Conservatives and the Liberal Democrats	103 10%	53 11%	50 10%	9 7%	24 14%	17 10%	11 6%	20 13%	24 11%	37 14%	34 12%	11 5%	21 9%	26 10%	31 12%	23 9%	16 11%	7 8%	95 11%
A coalition between Labour and the Liberal Democrats	100 10%	49 10%	51 10%	14 12%	22 13%	22 13%	16 9%	12 8%	14 6%	34 12%	25 9%	22 10%	19 8%	24 9%	20 8%	34 14%	12 9%	10 11%	88 10%
A Labour government	317 32%	153 31%	164 32%	50 42%	52 31%	57 34%	58 33%	48 32%	52 23%	83 30%	85 30%	72 33%	77 33%	70 26%	81 31%	93 39%	42 30%	31 37%	268 31%
Don't know	224 22%	108 22%	117 23%	24 21%	42 25%	42 25%	41 23%	30 20%	46 20%	43 16%	64 23%	55 25%	64 27%	61 22%	58 22%	49 20%	34 24%	23 27%	188 22%

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Table 6

Q5. Which of the following would you most like to see as the outcome of the next general election?

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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
A Conservative government	260 26%	141 75%	9 4%	6 11%	47 40%	32 15%	113 25%	143 69%	9 5%	16 13%	125 33%	92 29%
A coalition between the Conservatives and the Liberal Democrats	103 10%	30 16%	1 *	27 47%	6 5%	18 9%	60 13%	22 10%	3 2%	30 23%	29 8%	44 14%
A coalition between Labour and the Liberal Democrats	100 10%	4 2%	29 13%	22 38%	16 14%	12 6%	60 13%	11 5%	15 9%	39 30%	37 10%	49 16%
A Labour government	317 32%	5 3%	173 79%	2 4%	22 19%	42 20%	131 29%	8 4%	133 77%	23 17%	160 42%	97 31%
Don't know	224 22%	10 5%	6 3%	-	26 23%	103 50%	94 21%	25 12%	13 8%	22 17%	31 8%	34 11%

The Ashcroft National Poll
CATI Fieldwork : 14th - 16th November 2014

Absolutes/col percents

Table 7

Q6. 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	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
NET: Any positive	432	201	230	47	63	64	69	74	115	132	123	83	93	138	114	86	65	30	382
	43%	41%	45%	40%	37%	38%	39%	50%	51%	49%	44%	38%	39%	51%	43%	35%	46%	35%	44%
75 to 100	139	60	79	11	24	13	26	23	42	41	30	26	42	38	37	28	24	11	126
	14%	12%	15%	9%	14%	8%	15%	16%	19%	15%	11%	12%	18%	14%	14%	12%	17%	13%	15%
50 to 74	157	85	72	14	18	26	23	30	45	52	51	26	28	56	36	26	25	14	130
	16%	17%	14%	12%	10%	15%	13%	21%	20%	19%	18%	12%	12%	21%	14%	11%	18%	16%	15%
25 to 49	60	27	33	14	12	11	6	5	12	20	25	10	6	23	18	14	4	2	57
	6%	6%	6%	12%	7%	7%	3%	3%	5%	7%	9%	5%	3%	8%	7%	6%	3%	2%	7%
1 to 24	77	29	47	8	9	14	14	16	16	20	18	21	17	21	22	18	12	3	69
	8%	6%	9%	6%	6%	8%	8%	11%	7%	7%	6%	10%	7%	8%	8%	7%	9%	4%	8%
Neutral	231	98	133	26	49	42	45	27	42	47	78	51	55	64	54	63	40	10	208
	23%	20%	26%	22%	29%	25%	25%	18%	19%	17%	28%	24%	23%	24%	21%	26%	28%	11%	24%
-1 to -24	27	20	7	3	2	7	7	2	5	8	7	7	5	5	6	9	4	2	23
	3%	4%	1%	3%	1%	4%	4%	2%	2%	3%	2%	3%	2%	2%	2%	4%	3%	3%	3%
-25 to -49	19	9	10	3	6	3	2	2	3	5	10	2	2	4	7	4	4	1	18
	2%	2%	2%	2%	3%	2%	1%	2%	1%	2%	4%	1%	1%	2%	3%	1%	3%	1%	2%
-50 to -74	80	43	37	19	15	11	12	9	14	30	15	20	14	12	24	23	10	11	66
	8%	9%	7%	16%	9%	6%	7%	6%	6%	11%	6%	9%	6%	4%	9%	9%	7%	13%	8%
-75 to -100	216	119	96	19	35	42	41	33	45	50	46	53	67	49	57	58	19	32	173
	21%	24%	19%	16%	21%	25%	24%	22%	20%	18%	16%	25%	28%	18%	22%	24%	14%	37%	20%
NET: Any negative	341	192	149	45	58	63	62	47	66	92	78	82	89	70	95	93	37	46	280
	34%	39%	29%	38%	34%	37%	36%	32%	30%	34%	28%	38%	38%	26%	36%	38%	26%	54%	32%
Mean	-1.97	-6.10	1.99	-5.17	-3.30	-10.94	-5.86	1.73	8.08	2.86	2.85	-9.32	-6.48	8.03	-3.90	-10.02	8.39	-22.17	0.26
Standard deviation	63.66	64.97	62.19	58.66	61.70	61.10	63.52	65.82	67.31	63.09	57.76	63.77	69.98	61.09	64.64	62.98	57.94	71.93	62.91
Standard error	2.01	2.89	2.79	6.18	4.96	4.82	4.38	5.19	4.47	3.23	3.78	5.39	4.43	3.75	4.02	4.03	4.76	7.67	2.14

The Ashcroft National Poll
CATI Fieldwork : 14th - 16th November 2014

Absolutes/col percents

Table 7

Q6. 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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
NET: Any positive	432 43%	163 86%	67 31%	28 49%	44 37%	81 39%	200 44%	154 74%	40 23%	49 38%	184 48%	146 46%
75 to 100	139 14%	82 44%	14 7%	5 8%	8 7%	21 10%	46 10%	70 33%	9 5%	12 9%	76 20%	37 12%
50 to 74	157 16%	61 32%	24 11%	4 7%	16 14%	34 17%	76 17%	57 27%	16 9%	17 13%	67 18%	50 16%
25 to 49	60 6%	10 5%	11 5%	9 15%	7 6%	11 5%	32 7%	16 8%	6 4%	9 7%	19 5%	24 7%
1 to 24	77 8%	9 5%	18 8%	10 18%	12 10%	16 7%	45 10%	11 5%	8 4%	11 8%	22 6%	35 11%
Neutral	231 23%	20 11%	33 15%	11 20%	25 22%	77 37%	119 26%	30 14%	32 18%	23 18%	48 13%	67 21%
-1 to -24	27 3%	2 1%	6 3%	3 6%	5 4%	6 3%	14 3%	4 2%	5 3%	5 4%	9 2%	10 3%
-25 to -49	19 2%	3 2%	7 3%	2 3%	2 2%	2 1%	14 3%	4 2%	5 3%	5 4%	5 1%	12 4%
-50 to -74	80 8%	1 1%	29 13%	5 8%	9 8%	13 6%	38 8%	10 5%	16 9%	12 9%	33 9%	28 9%
-75 to -100	216 21%	- -	77 35%	8 15%	32 27%	29 14%	72 16%	6 3%	75 43%	37 28%	101 27%	53 17%
NET: Any negative	341 34%	6 3%	118 54%	18 32%	48 41%	50 24%	139 30%	24 12%	102 59%	58 45%	149 39%	103 33%
Mean	-1.97	59.73	-27.81	-3.59	-14.24	2.87	0.85	43.16	-36.37	-15.45	-0.69	0.98
Standard deviation	63.66	36.76	63.69	51.27	62.69	53.14	57.12	49.93	62.75	62.61	72.10	59.32
Standard error	2.01	2.68	4.13	7.18	5.85	3.75	2.73	3.62	4.34	5.94	3.57	3.42

The Ashcroft National Poll
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Absolutes/col percents

Table 8

Q6. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Ed Miliband, the Labour leader

Base: All respondents

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
NET: Any positive	325 32%	158 32%	167 32%	47 40%	58 34%	44 26%	58 33%	51 34%	67 30%	90 33%	101 36%	51 24%	83 35%	99 37%	75 29%	77 32%	46 33%	27 31%	284 33%
75 to 100	88 9%	42 8%	46 9%	12 10%	12 7%	8 5%	15 8%	14 9%	27 12%	18 7%	20 7%	15 7%	34 15%	30 11%	18 7%	19 8%	11 8%	9 11%	74 9%
50 to 74	95 9%	54 11%	42 8%	15 13%	18 11%	12 7%	16 9%	16 11%	18 8%	32 12%	24 9%	16 7%	22 9%	30 11%	20 8%	23 9%	13 9%	10 11%	81 9%
25 to 49	49 5%	20 4%	29 6%	7 6%	8 5%	6 4%	9 5%	9 6%	10 4%	15 6%	20 7%	4 2%	10 4%	12 4%	10 4%	15 6%	8 6%	4 5%	42 5%
1 to 24	93 9%	43 9%	50 10%	12 10%	20 12%	17 10%	18 10%	12 8%	13 6%	24 9%	36 13%	16 8%	17 7%	27 10%	28 11%	21 9%	14 10%	3 4%	86 10%
Neutral	268 27%	114 23%	153 30%	25 22%	67 39%	52 31%	45 26%	30 20%	48 21%	65 24%	76 27%	69 32%	57 24%	61 22%	66 25%	77 32%	46 33%	18 21%	232 27%
-1 to -24	31 3%	11 2%	20 4%	4 3%	3 2%	8 5%	7 4%	4 3%	5 2%	12 4%	10 4%	3 2%	5 2%	9 3%	10 4%	4 2%	5 4%	4 4%	26 3%
-25 to -49	35 3%	14 3%	20 4%	5 5%	5 3%	11 6%	3 2%	8 5%	3 1%	7 3%	19 7%	4 2%	4 2%	7 3%	5 2%	13 5%	8 6%	2 2%	33 4%
-50 to -74	92 9%	51 10%	41 8%	22 19%	11 6%	17 10%	10 6%	12 8%	21 9%	29 11%	21 7%	18 8%	24 10%	19 7%	33 13%	18 8%	13 9%	9 10%	77 9%
-75 to -100	254 25%	142 29%	112 22%	14 12%	27 16%	37 22%	53 30%	43 29%	80 36%	68 25%	52 19%	70 32%	63 27%	77 28%	74 28%	53 22%	23 16%	27 32%	219 25%
NET: Any negative	411 41%	219 45%	193 38%	45 38%	46 27%	72 43%	73 42%	67 45%	108 48%	117 43%	102 37%	95 44%	97 41%	112 41%	122 46%	88 36%	49 35%	41 48%	354 41%
Mean	-15.03	-18.40	-11.81	-4.06	-3.82	-18.68	-17.26	-17.02	-23.54	-15.59	-9.16	-25.33	-11.96	-13.23	-22.61	-11.84	-7.22	-19.41	-15.06
Standard deviation	60.32	62.53	58.00	57.10	53.01	52.18	62.88	63.15	67.14	59.01	55.34	60.07	66.49	64.22	59.77	57.49	53.34	66.18	60.12
Standard error	1.90	2.78	2.60	6.02	4.26	4.11	4.34	4.98	4.46	3.02	3.62	5.08	4.21	3.94	3.72	3.68	4.38	7.05	2.04

The Ashcroft National Poll
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Absolutes/col percents

Table 8

Q6. 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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
NET: Any positive	325	44	140	22	20	42	135	38	99	43	160	104
	32%	23%	65%	39%	17%	20%	29%	18%	57%	33%	42%	33%
75 to 100	88	9	54	-	6	5	24	9	36	6	56	21
	9%	5%	25%	-	5%	2%	5%	4%	21%	4%	15%	7%
50 to 74	95	7	49	2	6	13	36	9	34	7	46	27
	9%	4%	22%	4%	5%	6%	8%	4%	19%	6%	12%	8%
25 to 49	49	9	17	4	1	10	23	9	11	6	21	17
	5%	5%	8%	7%	1%	5%	5%	4%	6%	5%	5%	5%
1 to 24	93	19	21	16	7	13	52	11	19	24	36	41
	9%	10%	10%	27%	6%	6%	11%	5%	11%	18%	10%	13%
Neutral	268	30	48	10	20	91	124	30	46	31	67	68
	27%	16%	22%	17%	17%	43%	27%	14%	26%	24%	18%	21%
-1 to -24	31	5	3	4	2	5	18	6	4	4	8	16
	3%	3%	1%	7%	2%	2%	4%	3%	2%	3%	2%	5%
-25 to -49	35	6	3	4	7	10	27	7	1	12	8	17
	3%	3%	1%	7%	6%	5%	6%	3%	1%	9%	2%	5%
-50 to -74	92	19	10	10	15	23	57	23	6	16	29	38
	9%	10%	5%	18%	13%	11%	12%	11%	3%	12%	8%	12%
-75 to -100	254	85	14	7	53	39	98	105	18	26	109	73
	25%	45%	6%	12%	45%	19%	21%	50%	10%	20%	29%	23%
NET: Any negative	411	115	29	25	77	76	199	140	29	57	154	144
	41%	61%	14%	44%	66%	36%	43%	67%	17%	43%	40%	46%
Mean	-15.03	-40.97	29.66	-16.76	-44.39	-17.99	-17.98	-47.95	20.77	-18.15	-9.27	-17.77
Standard deviation	60.32	59.52	53.44	43.50	59.32	48.18	54.44	58.99	56.09	50.52	67.89	57.45
Standard error	1.90	4.34	3.46	6.09	5.53	3.40	2.60	4.28	3.88	4.79	3.36	3.32

The Ashcroft National Poll
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Absolutes/col percents

Table 9

Q6. 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	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
NET: Any positive	261 26%	110 22%	151 30%	35 30%	43 25%	44 26%	41 24%	36 24%	62 28%	76 28%	87 31%	34 16%	64 27%	67 25%	74 28%	65 27%	36 26%	20 23%	230 26%
75 to 100	38 4%	15 3%	23 4%	- -	4 3%	2 1%	9 5%	7 5%	15 7%	9 3%	12 4%	3 2%	14 6%	9 3%	9 3%	7 3%	7 5%	5 6%	29 3%
50 to 74	77 8%	27 6%	50 10%	9 8%	11 7%	14 8%	13 7%	10 7%	20 9%	22 8%	21 8%	14 6%	20 9%	15 5%	22 8%	24 10%	8 6%	10 10%	67 8%
25 to 49	54 5%	26 5%	29 6%	5 4%	15 9%	13 8%	8 5%	6 4%	7 3%	20 7%	19 7%	5 2%	10 4%	18 6%	14 5%	15 6%	5 4%	2 3%	51 6%
1 to 24	92 9%	42 9%	50 10%	20 17%	13 8%	15 9%	11 6%	13 9%	19 9%	26 9%	35 12%	12 5%	20 9%	25 9%	29 11%	18 8%	16 11%	4 4%	82 9%
Neutral	313 31%	145 30%	168 33%	42 36%	66 39%	59 35%	53 30%	40 27%	53 24%	86 32%	79 28%	84 39%	64 27%	81 30%	75 28%	84 35%	51 36%	22 26%	275 32%
-1 to -24	29 3%	12 2%	17 3%	4 4%	3 2%	2 1%	7 4%	6 4%	7 3%	12 4%	8 3%	3 2%	5 2%	7 3%	4 1%	6 2%	8 6%	4 5%	22 3%
-25 to -49	28 3%	17 3%	12 2%	5 4%	3 2%	7 4%	3 2%	6 4%	4 2%	10 4%	10 4%	2 1%	6 2%	9 3%	7 3%	6 2%	5 3%	2 2%	25 3%
-50 to -74	109 11%	56 11%	52 10%	15 13%	16 9%	25 15%	17 10%	13 9%	23 10%	32 12%	37 13%	21 10%	18 8%	32 12%	22 8%	30 12%	13 9%	12 14%	92 11%
-75 to -100	264 26%	151 31%	113 22%	16 14%	40 23%	32 19%	55 31%	47 32%	74 33%	56 21%	57 20%	71 33%	80 34%	75 27%	82 31%	52 21%	29 20%	27 31%	225 26%
NET: Any negative	430 43%	236 48%	194 38%	41 35%	62 36%	66 39%	81 46%	71 48%	109 49%	110 40%	113 40%	98 45%	109 46%	124 45%	114 43%	93 39%	55 39%	44 51%	365 42%
Mean	-22.50	-29.15	-16.13	-13.78	-18.94	-19.59	-25.76	-26.98	-26.47	-17.22	-16.63	-32.16	-26.69	-25.05	-25.50	-18.46	-16.39	-26.72	-22.10
Standard deviation	54.69	54.46	54.20	44.02	51.73	48.75	58.32	56.78	61.17	51.11	52.70	52.82	61.02	53.20	57.17	53.29	52.08	59.23	54.36
Standard error	1.73	2.42	2.43	4.64	4.16	3.84	4.02	4.48	4.06	2.62	3.45	4.46	3.87	3.26	3.56	3.41	4.28	6.31	1.85

The Ashcroft National Poll
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Absolutes/col percents

Table 9

Q6. 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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
NET: Any positive	261 26%	51 27%	58 27%	46 80%	15 13%	46 22%	133 29%	47 23%	37 21%	62 47%	102 27%	99 31%
75 to 100	38 4%	7 4%	7 3%	7 13%	3 2%	5 2%	13 3%	5 3%	4 3%	9 7%	20 5%	11 3%
50 to 74	77 8%	14 7%	17 8%	11 20%	4 3%	20 10%	43 9%	15 7%	9 5%	22 17%	26 7%	27 9%
25 to 49	54 5%	16 8%	8 4%	11 18%	4 4%	10 5%	24 5%	13 6%	8 4%	10 8%	24 6%	17 5%
1 to 24	92 9%	15 8%	26 12%	16 28%	4 3%	11 6%	54 12%	14 7%	17 10%	20 15%	31 8%	44 14%
Neutral	313 31%	62 33%	59 27%	7 12%	26 23%	95 46%	156 34%	57 27%	42 24%	27 21%	85 22%	91 29%
-1 to -24	29 3%	7 4%	5 2%	- -	3 2%	4 2%	13 3%	7 3%	5 3%	6 5%	10 3%	12 4%
-25 to -49	28 3%	5 3%	5 2%	1 3%	5 4%	6 3%	17 4%	8 4%	5 3%	5 4%	11 3%	12 4%
-50 to -74	109 11%	18 10%	22 10%	2 4%	18 15%	21 10%	54 12%	20 10%	22 13%	14 11%	45 12%	37 12%
-75 to -100	264 26%	46 24%	69 32%	1 1%	50 43%	36 17%	84 18%	69 33%	62 36%	17 13%	128 34%	65 21%
NET: Any negative	430 43%	76 40%	100 46%	5 8%	76 65%	67 32%	169 37%	104 50%	94 54%	42 32%	194 51%	126 40%
Mean	-22.50	-19.57	-27.54	27.12	-46.99	-14.14	-15.31	-30.36	-35.10	-0.34	-29.20	-17.04
Standard deviation	54.69	53.35	56.20	38.64	53.25	48.07	50.05	55.83	55.22	53.51	59.46	51.71
Standard error	1.73	3.89	3.64	5.41	4.97	3.39	2.39	4.05	3.82	5.08	2.94	2.99

The Ashcroft National Poll
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Absolutes/col percents

Table 10

Q6. 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	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
NET: Any positive	392	187	206	46	59	55	60	66	107	110	129	71	82	124	106	79	60	23	350
	39%	38%	40%	40%	34%	32%	34%	44%	48%	41%	46%	33%	35%	45%	40%	33%	43%	27%	40%
75 to 100	129	56	72	12	18	8	23	23	45	30	37	28	33	37	40	26	17	8	117
	13%	11%	14%	10%	10%	5%	13%	16%	20%	11%	13%	13%	14%	14%	15%	11%	12%	9%	13%
50 to 74	123	65	58	15	19	17	25	22	25	43	40	15	25	39	27	24	6	110	
	12%	13%	11%	13%	11%	10%	14%	15%	11%	16%	14%	7%	11%	14%	10%	11%	17%	8%	13%
25 to 49	62	31	31	11	10	16	4	8	13	18	26	11	7	22	16	10	6	8	51
	6%	6%	6%	9%	6%	10%	2%	5%	6%	7%	9%	5%	3%	8%	6%	4%	4%	9%	6%
1 to 24	78	34	44	9	12	14	8	13	23	19	25	18	17	26	24	15	13	1	71
	8%	7%	9%	9%	7%	8%	4%	9%	10%	7%	9%	8%	7%	9%	9%	6%	9%	1%	8%
Neutral	274	117	156	38	53	43	49	34	57	60	72	62	80	70	62	75	44	22	235
	27%	24%	31%	33%	31%	26%	28%	23%	25%	22%	26%	29%	34%	26%	24%	31%	31%	25%	27%
-1 to -24	27	16	11	4	5	6	5	3	3	9	7	8	2	8	13	4	2	-	27
	3%	3%	2%	4%	3%	3%	3%	2%	2%	3%	3%	4%	1%	3%	5%	2%	2%	-	3%
-25 to -49	16	11	5	3	6	2	2	1	2	4	4	4	3	3	2	5	4	1	13
	2%	2%	1%	2%	3%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	3%	1%	2%
-50 to -74	78	41	37	8	16	19	14	12	8	24	21	23	10	15	26	22	9	6	72
	8%	8%	7%	7%	9%	12%	8%	8%	4%	9%	7%	11%	4%	6%	10%	9%	6%	7%	8%
-75 to -100	218	120	98	18	32	44	45	32	47	64	47	47	60	52	54	56	21	34	172
	22%	24%	19%	15%	19%	26%	26%	22%	21%	24%	17%	22%	25%	19%	21%	23%	15%	40%	20%
NET: Any negative	338	187	151	33	60	70	67	48	60	101	79	82	75	78	94	88	37	41	284
	34%	38%	29%	28%	35%	42%	38%	32%	27%	37%	28%	38%	32%	29%	36%	36%	26%	47%	33%
Mean	-4.82	-8.74	-1.06	0.45	-5.97	-18.76	-9.82	-1.54	5.53	-7.05	3.10	-10.16	-6.74	1.92	-3.81	-10.64	3.69	-26.87	-2.62
Standard deviation	62.27	63.16	61.23	55.37	59.22	57.50	63.77	64.54	66.84	62.43	59.50	61.30	65.59	61.18	63.19	61.59	56.70	67.95	61.59
Standard error	1.97	2.81	2.74	5.84	4.76	4.53	4.40	5.09	4.44	3.20	3.89	5.18	4.16	3.75	3.93	3.94	4.66	7.24	2.09

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Absolutes/col percents

Table 10

Q6. 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	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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
NET: Any positive	392 39%	169 89%	43 20%	30 52%	45 38%	61 29%	191 42%	157 75%	32 18%	44 33%	162 42%	148 47%
75 to 100	129 13%	85 45%	11 5%	2 4%	12 10%	13 6%	40 9%	72 34%	6 4%	7 6%	74 20%	36 12%
50 to 74	123 12%	54 28%	11 5%	8 13%	14 12%	23 11%	57 12%	50 24%	11 6%	14 11%	55 14%	40 13%
25 to 49	62 6%	21 11%	10 4%	5 10%	6 5%	7 3%	42 9%	17 8%	5 3%	10 8%	16 4%	35 11%
1 to 24	78 8%	9 5%	12 5%	15 25%	13 11%	18 9%	52 11%	18 9%	10 6%	13 10%	16 4%	36 11%
Neutral	274 27%	18 9%	49 23%	7 11%	32 28%	101 48%	142 31%	34 16%	36 21%	25 19%	58 15%	78 25%
-1 to -24	27 3%	- -	11 5%	1 2%	2 2%	5 2%	14 3%	2 1%	6 4%	3 2%	8 2%	10 3%
-25 to -49	16 2%	- -	10 5%	1 1%	1 1%	3 2%	9 2%	2 1%	4 3%	5 4%	6 2%	6 2%
-50 to -74	78 8%	2 1%	19 9%	9 17%	12 10%	15 7%	37 8%	5 2%	13 8%	19 15%	32 8%	27 8%
-75 to -100	218 22%	- -	86 40%	10 17%	25 21%	24 11%	64 14%	8 4%	82 47%	35 27%	115 30%	47 15%
NET: Any negative	338 34%	2 1%	125 57%	21 37%	40 34%	47 23%	125 27%	18 8%	106 61%	62 48%	161 42%	90 28%
Mean	-4.82	60.20	-35.57	-10.26	-8.52	-2.31	-0.09	43.17	-42.82	-21.05	-6.99	2.20
Standard deviation	62.27	35.38	59.81	52.82	60.44	46.72	52.98	49.98	59.76	58.54	73.40	56.12
Standard error	1.97	2.58	3.88	7.40	5.64	3.30	2.53	3.63	4.13	5.56	3.63	3.24

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Absolutes/col percents

Table 11

Q6. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Labour Party

Base: All respondents

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
NET: Any positive	402	194	208	59	80	59	70	59	76	112	121	72	96	117	91	97	63	33	347
	40%	39%	41%	50%	47%	35%	40%	40%	34%	41%	43%	33%	41%	43%	35%	40%	44%	38%	40%
75 to 100	119	57	62	11	16	19	22	20	32	31	23	25	41	35	27	34	13	10	104
	12%	12%	12%	10%	10%	11%	12%	13%	14%	11%	8%	11%	17%	13%	10%	14%	9%	12%	12%
50 to 74	125	68	57	20	30	11	24	22	19	40	30	26	29	34	23	33	22	13	103
	12%	14%	11%	17%	17%	6%	13%	15%	8%	15%	11%	12%	12%	12%	9%	14%	16%	15%	12%
25 to 49	75	33	41	15	17	13	12	7	9	20	36	10	9	23	18	12	14	8	62
	7%	7%	8%	13%	10%	8%	7%	5%	4%	7%	13%	5%	4%	8%	7%	5%	10%	9%	7%
1 to 24	83	35	48	12	16	17	12	10	16	22	32	11	18	25	24	19	14	2	78
	8%	7%	9%	10%	9%	10%	7%	7%	7%	8%	11%	5%	8%	9%	9%	8%	10%	2%	9%
Neutral	269	116	153	33	53	55	45	32	50	68	74	64	63	74	61	70	40	23	234
	27%	24%	30%	29%	31%	33%	25%	22%	22%	25%	26%	30%	27%	27%	23%	29%	28%	27%	27%
-1 to -24	39	20	19	5	2	11	6	7	8	18	13	4	3	10	12	4	12	2	29
	4%	4%	4%	4%	1%	6%	4%	5%	3%	7%	5%	2%	1%	4%	4%	2%	8%	2%	3%
-25 to -49	36	22	14	4	5	10	3	4	9	9	15	5	7	7	12	12	4	1	34
	4%	4%	3%	3%	3%	6%	2%	3%	4%	3%	5%	2%	3%	3%	5%	5%	3%	1%	4%
-50 to -74	80	44	37	10	10	12	15	17	17	26	22	16	17	17	27	20	11	5	70
	8%	9%	7%	8%	6%	7%	9%	11%	8%	9%	8%	7%	7%	6%	10%	8%	8%	6%	8%
-75 to -100	179	97	83	7	21	21	37	28	65	39	35	54	51	47	61	39	12	21	155
	18%	20%	16%	6%	12%	13%	21%	19%	29%	14%	12%	25%	22%	17%	23%	16%	8%	25%	18%
NET: Any negative	334	182	152	25	38	54	61	56	99	92	84	80	78	80	111	75	39	30	289
	33%	37%	30%	22%	22%	32%	35%	38%	44%	34%	30%	30%	33%	33%	42%	31%	27%	35%	33%
Mean	-2.09	-4.47	0.19	11.91	6.14	-0.89	-3.34	-2.56	-15.32	0.65	0.73	-10.23	-1.15	1.72	-12.12	0.93	6.41	-6.01	-2.44
Standard deviation	59.23	60.71	57.74	46.99	52.99	52.36	62.57	62.14	67.01	56.22	51.57	64.23	65.67	59.92	60.41	59.30	49.49	64.70	59.16
Standard error	1.87	2.70	2.59	4.95	4.26	4.13	4.32	4.90	4.45	2.88	3.37	5.43	4.16	3.67	3.76	3.80	4.07	6.90	2.01

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Absolutes/col percents

Table 11

Q6. 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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
NET: Any positive	402 40%	47 25%	179 82%	21 37%	28 24%	54 26%	180 39%	43 21%	125 72%	52 40%	187 49%	141 45%
75 to 100	119 12%	4 2%	81 37%	1 1%	8 6%	8 4%	34 7%	6 3%	59 34%	7 5%	78 20%	27 9%
50 to 74	125 12%	8 4%	60 28%	4 7%	8 7%	22 11%	56 12%	8 4%	35 20%	18 14%	51 13%	45 14%
25 to 49	75 7%	21 11%	20 9%	5 9%	6 5%	7 4%	39 9%	15 7%	15 9%	16 13%	32 9%	34 11%
1 to 24	83 8%	14 7%	17 8%	11 20%	6 6%	17 8%	51 11%	14 7%	16 9%	11 9%	26 7%	35 11%
Neutral	269 27%	35 19%	29 13%	20 35%	22 19%	96 46%	143 31%	37 18%	28 16%	41 32%	53 14%	82 26%
-1 to -24	39 4%	11 6%	2 1%	5 9%	4 3%	9 4%	20 4%	11 5%	3 2%	6 5%	11 3%	13 4%
-25 to -49	36 4%	10 5%	-	-	2 1%	15 7%	22 5%	11 5%	3 2%	5 4%	9 2%	8 3%
-50 to -74	80 8%	28 15%	2 1%	5 9%	19 16%	13 6%	38 8%	25 12%	5 3%	13 10%	34 9%	29 9%
-75 to -100	179 18%	58 31%	6 3%	5 9%	43 37%	21 10%	55 12%	81 39%	10 6%	13 10%	86 23%	42 13%
NET: Any negative	334 33%	107 57%	10 5%	16 27%	67 58%	58 28%	135 30%	128 62%	20 12%	37 28%	141 37%	93 29%
Mean	-2.09	-31.45	51.44	-5.25	-33.62	-4.50	-0.97	-39.22	39.74	0.69	2.64	0.84
Standard deviation	59.23	54.25	44.29	39.54	61.85	42.65	50.24	55.29	53.51	48.04	69.73	53.56
Standard error	1.87	3.96	2.87	5.54	5.77	3.01	2.40	4.01	3.70	4.56	3.45	3.09

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Absolutes/col percents

Table 12

Q6. 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					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	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
NET: Any positive	274 27%	122 25%	152 30%	41 35%	50 29%	49 29%	43 25%	35 24%	56 25%	85 31%	87 31%	45 21%	58 25%	70 26%	72 27%	64 27%	47 33%	20 24%	241 28%
75 to 100	47 5%	17 4%	30 6%	5 4%	5 3%	6 3%	9 5%	10 7%	13 6%	14 5%	13 4%	8 4%	13 5%	9 3%	12 5%	11 5%	8 6%	6 7%	40 5%
50 to 74	79 8%	31 6%	48 9%	9 7%	19 11%	15 9%	13 7%	7 5%	16 7%	18 7%	25 9%	19 9%	16 7%	20 7%	26 10%	20 8%	9 6%	5 5%	73 8%
25 to 49	66 7%	32 6%	34 7%	13 11%	18 10%	6 4%	9 5%	10 7%	11 5%	20 7%	22 8%	13 6%	11 5%	22 8%	11 4%	15 6%	11 8%	7 8%	55 6%
1 to 24	82 8%	42 9%	39 8%	14 12%	9 5%	22 13%	13 7%	8 5%	16 7%	33 12%	27 10%	4 2%	18 8%	19 7%	23 9%	18 7%	19 14%	3 3%	73 8%
Neutral	328 33%	129 26%	198 39%	51 43%	62 36%	64 38%	49 28%	35 24%	66 29%	82 30%	96 34%	71 33%	79 33%	90 33%	84 32%	85 35%	43 31%	25 30%	288 33%
-1 to -24	39 4%	23 5%	16 3%	1 1%	12 7%	2 1%	8 5%	6 4%	9 4%	17 6%	9 3%	9 4%	5 2%	13 5%	10 4%	7 3%	5 3%	4 5%	31 4%
-25 to -49	28 3%	16 3%	12 2%	2 2%	4 2%	7 4%	5 3%	5 4%	5 2%	13 5%	6 2%	1 1%	7 3%	5 2%	5 2%	10 4%	4 3%	3 4%	22 2%
-50 to -74	100 10%	58 12%	42 8%	10 8%	13 7%	13 8%	24 14%	22 15%	18 8%	30 11%	32 11%	24 11%	15 6%	36 13%	24 9%	21 9%	12 8%	7 8%	92 11%
-75 to -100	236 23%	143 29%	92 18%	13 11%	31 18%	32 19%	46 26%	44 30%	70 31%	45 17%	50 18%	67 31%	74 31%	58 21%	68 26%	55 23%	31 22%	25 29%	196 23%
NET: Any negative	402 40%	240 49%	162 32%	26 22%	59 35%	55 32%	83 47%	78 52%	102 46%	105 38%	97 35%	100 47%	100 42%	112 41%	106 40%	93 38%	51 36%	40 47%	341 39%
Mean	-18.10	-26.77	-9.78	-2.68	-11.37	-13.32	-23.45	-27.40	-24.56	-11.91	-11.89	-27.19	-24.23	-18.57	-19.06	-17.45	-13.86	-22.48	-17.33
Standard deviation	54.21	54.60	52.55	45.06	50.64	49.61	56.27	57.98	58.01	49.72	51.51	56.24	58.66	51.43	55.76	53.71	54.43	59.60	53.72
Standard error	1.71	2.43	2.35	4.75	4.07	3.91	3.88	4.57	3.85	2.55	3.37	4.75	3.72	3.15	3.47	3.44	4.47	6.35	1.82

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Absolutes/col percents

Table 12

Q6. 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 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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
NET: Any positive	274	50	65	49	20	49	149	40	41	66	102	111
	27%	26%	30%	86%	17%	23%	33%	19%	23%	51%	27%	35%
75 to 100	47	5	8	16	5	8	21	4	5	17	23	16
	5%	3%	4%	28%	5%	4%	5%	2%	3%	13%	6%	5%
50 to 74	79	13	17	9	6	17	46	14	11	18	23	34
	8%	7%	8%	15%	5%	8%	10%	7%	7%	14%	6%	11%
25 to 49	66	14	22	10	3	10	40	9	10	14	24	32
	7%	7%	10%	17%	3%	5%	9%	4%	6%	10%	6%	10%
1 to 24	82	17	18	15	6	14	43	13	15	18	33	30
	8%	9%	8%	26%	5%	7%	9%	6%	8%	13%	9%	9%
Neutral	328	59	59	6	25	98	159	59	40	34	95	94
	33%	31%	27%	10%	21%	47%	35%	28%	23%	26%	25%	30%
-1 to -24	39	9	12	1	3	6	19	10	10	4	18	13
	4%	5%	6%	1%	3%	3%	4%	5%	6%	3%	5%	4%
-25 to -49	28	9	3	-	3	3	14	10	5	1	10	12
	3%	5%	1%	-	3%	2%	3%	5%	3%	1%	3%	4%
-50 to -74	100	17	26	1	19	23	45	22	22	13	41	30
	10%	9%	12%	3%	16%	11%	10%	11%	13%	10%	11%	10%
-75 to -100	236	46	52	-	47	30	71	67	56	13	114	56
	23%	24%	24%	-	40%	14%	15%	32%	32%	10%	30%	18%
NET: Any negative	402	80	93	2	72	62	149	110	93	31	184	111
	40%	42%	43%	4%	62%	30%	33%	53%	53%	24%	48%	35%
Mean	-18.10	-20.71	-19.24	38.76	-41.12	-10.48	-8.58	-32.07	-30.77	7.58	-24.93	-9.57
Standard deviation	54.21	51.73	54.94	33.76	58.49	46.29	49.89	53.30	55.08	51.48	58.01	52.41
Standard error	1.71	3.77	3.56	4.73	5.45	3.26	2.38	3.87	3.81	4.89	2.87	3.03

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Absolutes/col percents

Table 13

Q6. 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					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	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
NET: Any positive	293 29%	153 31%	140 27%	30 25%	38 22%	45 27%	57 32%	52 35%	72 32%	62 23%	69 25%	78 36%	84 35%	81 30%	78 30%	77 32%	42 29%	16 19%	267 31%
75 to 100	117 12%	57 12%	60 12%	10 8%	16 10%	12 7%	26 15%	23 15%	31 14%	15 5%	29 10%	33 15%	41 17%	39 14%	33 13%	31 13%	10 7%	5 6%	109 13%
50 to 74	82 8%	42 9%	40 8%	12 10%	11 6%	11 7%	16 9%	12 8%	20 9%	22 8%	19 7%	24 11%	17 7%	22 8%	18 7%	19 8%	17 12%	6 7%	73 8%
25 to 49	34 3%	22 4%	12 2%	1 1%	4 2%	11 7%	4 2%	10 7%	3 1%	11 4%	9 3%	7 3%	7 3%	7 3%	11 4%	9 4%	5 3%	2 2%	30 3%
1 to 24	60 6%	32 6%	29 6%	6 5%	7 4%	10 6%	11 6%	7 5%	18 8%	14 5%	12 4%	14 7%	20 8%	12 5%	16 6%	19 8%	10 7%	3 4%	55 6%
Neutral	258 26%	116 24%	142 28%	30 25%	55 32%	37 22%	53 30%	31 21%	53 24%	65 24%	58 21%	68 32%	66 28%	61 23%	61 23%	81 34%	37 26%	17 19%	229 26%
-1 to -24	29 3%	15 3%	14 3%	- -	5 3%	6 4%	4 2%	7 5%	7 3%	11 4%	11 4%	4 2%	3 1%	8 3%	7 3%	3 1%	6 4%	5 6%	24 3%
-25 to -49	19 2%	11 2%	8 2%	4 3%	2 1%	4 2%	5 3%	2 1%	3 1%	6 2%	6 2%	4 2%	3 1%	2 1%	8 3%	2 1%	4 3%	3 3%	16 2%
-50 to -74	70 7%	43 9%	28 5%	15 13%	13 8%	10 6%	7 4%	10 7%	14 6%	23 8%	26 9%	11 5%	10 4%	21 8%	17 7%	19 8%	10 7%	3 4%	62 7%
-75 to -100	335 33%	154 31%	180 35%	39 33%	58 34%	67 40%	50 28%	46 31%	75 34%	105 39%	109 39%	50 23%	71 30%	99 37%	91 35%	59 24%	43 30%	42 49%	270 31%
NET: Any negative	453 45%	223 45%	230 45%	58 49%	78 45%	87 52%	66 38%	65 44%	99 44%	145 53%	152 54%	69 32%	87 37%	130 48%	124 47%	84 35%	63 44%	53 62%	374 43%
Mean	-20.00	-19.02	-20.94	-26.30	-23.80	-29.64	-10.35	-13.63	-18.32	-31.83	-29.16	-3.59	-10.57	-21.47	-21.24	-9.83	-19.06	-41.75	-16.83
Standard deviation	66.37	66.07	66.71	63.81	63.20	63.74	67.27	69.29	68.48	61.17	66.59	64.48	69.41	70.75	66.52	63.05	61.76	63.64	66.35
Standard error	2.09	2.94	2.99	6.73	5.08	5.02	4.64	5.46	4.54	3.13	4.35	5.45	4.40	4.34	4.14	4.04	5.08	6.78	2.25

The Ashcroft National Poll
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Absolutes/col percents

Table 13

Q6. 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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
NET: Any positive	293 29%	53 28%	43 20%	11 19%	106 91%	36 17%	127 28%	90 43%	44 25%	28 21%	139 37%	99 31%
75 to 100	117 12%	9 5%	11 5%	2 4%	74 63%	9 4%	42 9%	31 15%	19 11%	12 9%	66 17%	36 11%
50 to 74	82 8%	21 11%	17 8%	4 7%	16 14%	13 6%	41 9%	28 14%	13 7%	7 5%	38 10%	29 9%
25 to 49	34 3%	6 3%	4 2%	- -	8 7%	4 2%	20 4%	14 7%	4 2%	1 1%	8 2%	16 5%
1 to 24	60 6%	17 9%	11 5%	4 8%	9 8%	11 5%	24 5%	18 9%	9 5%	7 6%	28 7%	17 5%
Neutral	258 26%	43 22%	57 26%	10 18%	8 7%	85 41%	124 27%	45 22%	29 17%	30 23%	67 18%	71 23%
-1 to -24	29 3%	7 4%	6 3%	4 7%	1 1%	5 3%	13 3%	3 2%	7 4%	2 2%	13 3%	9 3%
-25 to -49	19 2%	5 3%	6 3%	1 2%	1 1%	4 2%	14 3%	1 *	3 1%	3 3%	4 1%	10 3%
-50 to -74	70 7%	21 11%	15 7%	5 9%	1 1%	20 10%	40 9%	15 7%	7 4%	12 9%	24 6%	24 7%
-75 to -100	335 33%	61 32%	91 42%	25 44%	- -	58 28%	140 31%	53 26%	84 49%	55 42%	133 35%	104 33%
NET: Any negative	453 45%	94 50%	117 54%	36 63%	3 2%	87 42%	207 45%	72 35%	101 58%	73 56%	174 46%	146 46%
Mean	-20.00	-26.22	-35.71	-41.30	69.46	-24.81	-20.24	-4.31	-35.35	-34.40	-14.93	-19.19
Standard deviation	66.37	60.09	61.06	58.97	37.25	54.61	62.80	67.14	69.69	65.11	72.87	66.24
Standard error	2.09	4.38	3.96	8.26	3.47	3.85	3.00	4.87	4.82	6.18	3.60	3.82

The Ashcroft National Poll
CATI Fieldwork : 14th - 16th November 2014

Absolutes/col percents

Table 14

Q6. 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	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
NET: Any positive	277	157	119	20	28	34	62	55	77	63	62	80	72	79	71	71	42	14	254
	28%	32%	23%	17%	16%	20%	35%	37%	35%	23%	22%	37%	30%	29%	27%	29%	30%	16%	29%
75 to 100	114	60	54	7	10	11	29	22	34	17	23	36	38	41	31	25	12	5	105
	11%	12%	10%	6%	6%	7%	17%	15%	15%	6%	8%	17%	16%	15%	12%	10%	8%	6%	12%
50 to 74	82	51	31	8	11	10	14	15	24	22	19	26	16	23	22	21	13	2	78
	8%	10%	6%	7%	6%	6%	8%	10%	11%	8%	7%	12%	7%	8%	8%	9%	10%	3%	9%
25 to 49	35	23	12	3	4	5	10	6	7	14	12	6	3	8	10	11	3	3	31
	3%	5%	2%	3%	2%	3%	6%	4%	3%	5%	4%	3%	1%	3%	4%	5%	2%	3%	4%
1 to 24	46	22	23	2	3	7	9	12	13	11	9	12	14	7	9	14	13	3	41
	5%	5%	5%	2%	2%	4%	5%	8%	6%	4%	3%	5%	6%	2%	3%	6%	10%	4%	5%
Neutral	263	112	150	33	60	42	46	30	52	63	65	57	78	60	71	76	33	23	228
	26%	23%	29%	28%	35%	25%	26%	20%	23%	23%	23%	26%	33%	22%	27%	31%	23%	27%	26%
-1 to -24	30	11	18	5	5	7	5	4	5	10	11	4	5	7	8	5	5	4	25
	3%	2%	4%	4%	3%	4%	3%	2%	2%	4%	4%	2%	2%	3%	3%	2%	4%	4%	3%
-25 to -49	15	6	8	3	2	1	2	2	5	6	4	3	2	2	6	6	1	-	15
	1%	1%	2%	3%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	3%	1%	-	2%
-50 to -74	72	44	27	15	10	16	6	8	16	28	21	15	8	16	22	17	16	2	65
	7%	9%	5%	13%	6%	10%	4%	5%	7%	10%	8%	7%	3%	6%	8%	7%	11%	2%	8%
-75 to -100	348	160	188	41	66	69	54	50	69	102	117	57	72	108	85	67	44	44	282
	35%	32%	37%	35%	38%	41%	31%	34%	31%	37%	42%	27%	30%	40%	32%	28%	31%	51%	32%
NET: Any negative	464	222	243	64	83	93	67	63	95	145	152	79	87	133	121	95	66	49	387
	46%	45%	47%	54%	49%	55%	38%	43%	42%	54%	54%	37%	37%	49%	46%	39%	47%	57%	45%
Mean	-21.80	-18.26	-25.19	-32.26	-30.75	-34.90	-9.97	-14.56	-13.69	-30.80	-33.07	-5.89	-12.66	-22.80	-20.08	-15.22	-21.94	-42.22	-18.81
Standard deviation	66.34	67.21	65.39	59.23	60.04	62.02	69.24	71.19	69.16	61.71	64.42	68.32	68.07	72.51	65.49	62.34	62.47	62.89	66.37
Standard error	2.09	2.99	2.93	6.24	4.82	4.89	4.78	5.61	4.59	3.16	4.21	5.77	4.31	4.45	4.08	3.99	5.13	6.70	2.25

The Ashcroft National Poll
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Absolutes/col percents

Table 14

Q6. 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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
NET: Any positive	277 28%	58 30%	43 20%	12 22%	98 83%	36 17%	128 28%	97 47%	37 22%	28 21%	134 35%	99 31%
75 to 100	114 11%	12 6%	14 6%	3 6%	64 55%	10 5%	47 10%	31 15%	16 9%	12 9%	61 16%	41 13%
50 to 74	82 8%	27 15%	15 7%	3 6%	21 18%	10 5%	44 10%	39 19%	13 8%	7 5%	35 9%	35 11%
25 to 49	35 3%	6 3%	4 2%	3 4%	6 5%	5 3%	18 4%	9 4%	3 2%	4 3%	14 4%	12 4%
1 to 24	46 5%	12 6%	10 5%	3 6%	6 5%	12 6%	20 4%	18 9%	5 3%	5 4%	23 6%	11 3%
Neutral	263 26%	39 20%	53 24%	5 9%	15 13%	79 38%	113 25%	39 19%	31 18%	24 18%	75 20%	61 19%
-1 to -24	30 3%	9 5%	8 4%	2 3%	1 1%	4 2%	18 4%	5 3%	5 3%	2 1%	8 2%	16 5%
-25 to -49	15 1%	5 3%	-	1 1%	-	3 2%	11 2%	2 1%	1 *	2 2%	1 *	9 3%
-50 to -74	72 7%	14 7%	13 6%	12 21%	2 1%	19 9%	39 9%	13 6%	7 4%	15 12%	26 7%	23 7%
-75 to -100	348 35%	65 35%	100 46%	25 44%	1 1%	67 32%	148 32%	51 25%	92 53%	60 46%	137 36%	108 34%
NET: Any negative	464 46%	93 49%	121 56%	40 70%	4 4%	93 45%	217 47%	72 34%	105 61%	79 61%	172 45%	156 49%
Mean	-21.80	-23.72	-38.23	-44.66	62.57	-28.59	-20.88	-1.03	-40.44	-38.90	-17.09	-19.02
Standard deviation	66.34	62.67	62.92	60.92	43.11	56.44	64.64	67.26	68.29	66.50	71.86	68.50
Standard error	2.09	4.57	4.08	8.53	4.02	3.98	3.09	4.88	4.72	6.31	3.55	3.95

The Ashcroft National Poll
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Absolutes/col percents

Table 15

Q6. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-George Osborne, the Chancellor

Base: All respondents

	Gender		Age						Class				Region					NET: Eng-land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West		Scot-land
Unweighted base	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
NET: Any positive	322 32%	176 36%	146 29%	21 18%	44 25%	50 30%	50 29%	54 37%	103 46%	102 37%	90 32%	66 31%	64 27%	97 36%	86 33%	64 26%	51 36%	25 29%	278 32%
75 to 100	81 8%	44 9%	36 7%	3 2%	12 7%	9 5%	14 8%	12 8%	32 14%	24 9%	24 9%	13 6%	19 8%	24 9%	25 9%	14 6%	11 8%	6 8%	72 8%
50 to 74	101 10%	53 11%	47 9%	10 9%	13 8%	12 7%	14 8%	16 11%	35 16%	32 12%	31 11%	15 7%	22 9%	26 9%	24 9%	23 9%	21 15%	8 9%	84 10%
25 to 49	71 7%	43 9%	28 5%	4 4%	8 5%	16 9%	12 7%	14 10%	17 8%	22 8%	18 6%	18 8%	14 6%	25 9%	21 8%	16 6%	5 3%	5 6%	65 7%
1 to 24	70 7%	35 7%	35 7%	4 3%	10 6%	14 8%	10 6%	13 9%	19 8%	23 9%	17 6%	20 9%	9 4%	22 8%	16 6%	12 5%	14 10%	6 7%	58 7%
Neutral	346 34%	128 26%	218 42%	63 54%	83 49%	59 35%	55 31%	35 23%	51 23%	80 29%	105 38%	79 37%	83 35%	89 33%	93 35%	95 39%	45 32%	24 28%	307 35%
-1 to -24	36 4%	17 3%	19 4%	8 7%	5 3%	2 1%	9 5%	6 4%	6 3%	11 4%	15 5%	1 1%	9 4%	11 4%	7 3%	7 3%	8 5%	2 3%	34 4%
-25 to -49	18 2%	11 2%	7 1%	2 1%	1 1%	3 2%	4 2%	6 4%	1 3%	8 2%	7 2%	1 1%	1 1%	5 2%	3 1%	6 3%	2 1%	1 1%	17 2%
-50 to -74	75 7%	46 9%	29 6%	7 6%	9 5%	18 11%	11 6%	14 9%	16 7%	25 9%	17 6%	20 9%	13 6%	20 7%	18 7%	20 8%	13 9%	4 5%	69 8%
-75 to -100	207 21%	112 23%	95 18%	17 14%	29 17%	36 21%	46 26%	33 23%	46 21%	46 17%	47 17%	48 22%	66 28%	50 18%	56 21%	50 21%	23 16%	29 34%	165 19%
NET: Any negative	336 33%	187 38%	149 29%	33 28%	44 26%	60 35%	70 40%	59 40%	69 31%	90 33%	85 30%	70 33%	90 38%	86 32%	83 32%	83 34%	46 32%	37 43%	284 33%
Mean	-9.64	-11.10	-8.23	-10.08	-6.68	-15.47	-16.84	-11.89	-0.14	-5.02	-4.76	-14.03	-16.68	-5.45	-8.87	-13.04	-4.99	-23.29	-8.09
Standard deviation	56.45	59.73	53.14	43.81	51.89	53.99	58.51	57.95	63.51	55.12	53.74	56.06	60.56	56.07	57.39	54.27	54.37	62.41	55.58
Standard error	1.78	2.66	2.38	4.62	4.17	4.25	4.04	4.57	4.22	2.82	3.51	4.74	3.84	3.44	3.57	3.47	4.47	6.65	1.89

The Ashcroft National Poll
CATI Fieldwork : 14th - 16th November 2014

Absolutes/col percents

Table 15

Q6. 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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
NET: Any positive	322	112	54	33	35	62	139	122	33	47	156	95
	32%	59%	25%	58%	30%	30%	30%	59%	19%	36%	41%	30%
75 to 100	81	50	9	3	10	6	21	44	7	10	57	15
	8%	26%	4%	5%	8%	3%	5%	21%	4%	8%	15%	5%
50 to 74	101	31	16	7	9	29	39	37	12	10	46	21
	10%	16%	7%	13%	8%	14%	9%	18%	7%	8%	12%	7%
25 to 49	71	15	17	10	8	11	43	17	5	16	25	34
	7%	8%	8%	18%	7%	5%	9%	8%	3%	12%	6%	11%
1 to 24	70	17	13	13	8	16	36	24	9	11	28	25
	7%	9%	6%	22%	7%	8%	8%	11%	5%	8%	7%	8%
Neutral	346	56	61	8	41	95	189	54	47	28	84	122
	34%	30%	28%	13%	35%	46%	41%	26%	27%	22%	22%	38%
-1 to -24	36	3	8	2	3	7	15	4	4	5	13	13
	4%	2%	3%	4%	2%	3%	3%	2%	2%	4%	3%	4%
-25 to -49	18	5	4	-	2	2	11	4	6	1	6	9
	2%	2%	2%	-	2%	1%	2%	2%	3%	1%	2%	3%
-50 to -74	75	5	23	8	14	13	31	7	14	23	34	25
	7%	3%	11%	13%	12%	6%	7%	4%	8%	17%	9%	8%
-75 to -100	207	7	68	7	22	29	73	17	69	27	88	53
	21%	4%	31%	12%	19%	14%	16%	8%	40%	21%	23%	17%
NET: Any negative	336	20	102	17	41	51	130	32	93	55	141	99
	33%	11%	47%	29%	35%	25%	28%	15%	53%	42%	37%	31%
Mean	-9.64	29.77	-26.10	-1.17	-10.67	-5.32	-7.85	22.11	-35.96	-14.47	-5.33	-9.54
Standard deviation	56.45	47.83	58.05	51.06	55.38	47.32	49.47	53.59	59.27	57.35	64.53	50.10
Standard error	1.78	3.49	3.76	7.15	5.16	3.34	2.36	3.89	4.10	5.44	3.19	2.89

The Ashcroft National Poll
CAI Fieldwork : 14th - 16th November 2014

Absolutes/col percents

Table 16

Q6. 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	1004	506	498	90	155	161	210	161	227	381	234	140	249	266	258	244	148	88	868
Weighted base	1004	491	513	117	171	168	175	148	224	272	280	216	237	272	263	242	142	86	869
NET: Any positive	262	137	125	27	32	44	49	39	71	66	80	55	60	84	60	57	37	24	224
	26%	28%	24%	23%	19%	26%	28%	26%	32%	24%	29%	26%	25%	31%	23%	23%	26%	29%	26%
75 to 100	59	33	25	7	6	9	10	6	21	9	18	12	21	20	13	14	5	6	52
	6%	7%	5%	6%	3%	5%	6%	4%	9%	3%	6%	5%	9%	8%	5%	6%	4%	7%	6%
50 to 74	78	43	36	5	8	12	22	10	22	22	18	20	18	20	15	18	15	10	62
	8%	9%	7%	4%	5%	7%	12%	7%	10%	8%	6%	9%	8%	7%	6%	8%	11%	11%	7%
25 to 49	52	28	24	7	8	15	6	10	7	17	19	11	6	17	13	13	3	5	44
	5%	6%	5%	6%	4%	9%	3%	7%	3%	6%	7%	5%	2%	6%	5%	5%	2%	6%	5%
1 to 24	72	32	40	9	11	7	11	13	21	19	26	12	15	26	19	11	13	3	66
	7%	7%	8%	8%	7%	4%	6%	8%	10%	7%	9%	6%	6%	10%	7%	4%	9%	4%	8%
Neutral	372	135	237	62	98	67	56	39	51	95	108	85	84	88	97	103	54	31	322
	37%	28%	46%	53%	57%	40%	32%	26%	23%	35%	39%	40%	35%	32%	37%	43%	38%	36%	37%
-1 to -24	40	23	18	7	3	4	12	6	8	14	13	6	8	8	13	8	9	1	36
	4%	5%	3%	6%	2%	2%	7%	4%	3%	5%	4%	3%	3%	3%	5%	3%	7%	1%	4%
-25 to -49	29	19	10	2	6	6	2	7	6	11	10	4	4	9	5	7	7	2	27
	3%	4%	2%	2%	3%	4%	1%	5%	3%	4%	4%	2%	2%	3%	2%	3%	5%	2%	3%
-50 to -74	81	49	32	10	6	18	15	18	14	31	18	16	15	23	25	16	11	6	71
	8%	10%	6%	9%	4%	11%	8%	12%	6%	12%	6%	7%	7%	9%	10%	7%	7%	7%	8%
-75 to -100	220	128	92	8	26	30	42	39	75	54	51	50	66	60	63	52	24	23	189
	22%	26%	18%	7%	15%	18%	24%	27%	33%	20%	18%	23%	28%	22%	24%	21%	17%	26%	22%
NET: Any negative	370	219	151	28	41	58	71	70	102	110	92	75	93	100	106	82	51	31	323
	37%	45%	29%	24%	24%	34%	41%	47%	46%	40%	33%	35%	39%	37%	40%	34%	36%	36%	37%
Mean	-14.86	-18.70	-11.18	-2.90	-9.76	-11.74	-14.92	-23.27	-21.77	-17.12	-10.33	-14.69	-17.78	-12.82	-19.97	-13.47	-11.93	-14.48	-15.08
Standard deviation	54.46	58.45	50.11	41.42	44.62	51.47	57.31	55.82	64.18	50.57	52.06	55.45	60.28	56.56	54.11	53.22	49.87	59.45	54.21
Standard error	1.72	2.60	2.25	4.37	3.58	4.06	3.95	4.40	4.26	2.59	3.40	4.69	3.82	3.47	3.37	3.41	4.10	6.34	1.84

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Absolutes/col percents

Table 16

Q6. 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	1004	188	238	51	115	201	438	190	209	111	409	300
Weighted base	1004	189	217	57	117	208	458	208	174	131	381	316
NET: Any positive	262	34	105	24	15	39	112	36	84	39	127	84
	26%	18%	48%	41%	13%	19%	24%	18%	48%	30%	33%	26%
75 to 100	59	9	34	-	4	5	20	6	30	2	36	15
	6%	5%	16%	-	3%	2%	4%	3%	17%	2%	9%	5%
50 to 74	78	9	38	4	3	15	28	9	28	12	40	19
	8%	4%	18%	7%	2%	7%	6%	5%	16%	9%	11%	6%
25 to 49	52	5	18	6	4	6	27	3	14	13	22	23
	5%	3%	8%	10%	4%	3%	6%	2%	8%	10%	6%	7%
1 to 24	72	11	15	14	4	13	37	18	12	12	29	26
	7%	6%	7%	24%	3%	6%	8%	8%	7%	9%	8%	8%
Neutral	372	53	72	15	36	103	192	46	54	42	102	119
	37%	28%	33%	27%	31%	50%	42%	22%	31%	32%	27%	38%
-1 to -24	40	9	4	3	9	8	22	9	3	5	11	17
	4%	5%	2%	5%	7%	4%	5%	4%	2%	4%	3%	5%
-25 to -49	29	6	2	3	3	9	18	11	3	6	7	13
	3%	3%	1%	4%	3%	4%	4%	5%	1%	5%	2%	4%
-50 to -74	81	25	12	7	12	12	37	28	9	19	37	28
	8%	13%	6%	13%	10%	6%	8%	13%	5%	15%	10%	9%
-75 to -100	220	62	22	5	42	37	77	79	21	20	96	56
	22%	33%	10%	9%	36%	18%	17%	38%	12%	15%	25%	18%
NET: Any negative	370	103	40	18	66	66	153	126	35	50	152	113
	37%	54%	19%	32%	56%	32%	34%	61%	20%	38%	40%	36%
Mean	-14.86	-32.39	14.47	-7.19	-36.64	-14.58	-12.00	-39.47	13.67	-13.86	-13.74	-12.15
Standard deviation	54.46	55.68	54.37	38.81	53.92	46.44	48.35	54.19	56.56	46.99	61.66	49.67
Standard error	1.72	4.06	3.52	5.43	5.03	3.28	2.31	3.93	3.91	4.46	3.05	2.87

The Ashcroft National Poll
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Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Yes	635 63%	612 61%
No	369 37%	392 39%

The Ashcroft National Poll
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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Owners	655 65%	652 65%
Owned outright - without mortgage	327 33%	331 33%
Owned with a mortgage or loan	328 33%	321 32%
NET: Renters	331 33%	336 34%
Rented from the council	103 10%	141 14%
Rented from a housing association	60 6%	48 5%
Rented from someone else	168 17%	148 15%
Rent free	18 2%	15 2%

The Ashcroft National Poll
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Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
None	202 20%	211 21%
1	438 44%	422 42%
2	268 27%	281 28%
3+	96 10%	90 9%
Mean	1.33	1.32
Standard deviation	1.14	1.15
Standard error	0.04	0.04

The Ashcroft National Poll
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Absolutes/col percents

Table 20
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Working	593 59%	562 56%
Working full time - working 30 hours per week or more	460 46%	442 44%
Working part time - working between 8 and 29 hours per week	133 13%	120 12%
NET: Not Working	411 41%	442 44%
Not working but seeking work or temporarily unemployed or sick	63 6%	72 7%
Not working and not seeking work/ student	71 7%	92 9%
Retired on a state pension only	113 11%	112 11%
Retired with a private pension	130 13%	129 13%
House person, housewife, househusband, etc.	34 3%	38 4%

The Ashcroft National Poll
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Absolutes/col percents

Table 21
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: AB	381 38%	268 27%
A	108 11%	78 8%
B	273 27%	190 19%
C1	234 23%	278 28%
C2	140 14%	219 22%
D	103 10%	91 9%
E	146 15%	148 15%
NET: DE	249 25%	239 24%

The Ashcroft National Poll
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Absolutes/col percents

Table 22

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
18-24	90 9%	119 12%
25-34	155 15%	169 17%
35-44	161 16%	169 17%
45-54	210 21%	179 18%
55-64	161 16%	149 15%
65 or older	227 23%	219 22%
Average age	48.49	47.02

The Ashcroft National Poll
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Absolutes/col percents

Table 23
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Male	506 50%	492 49%
Female	498 50%	512 51%

The Ashcroft National Poll
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Absolutes/col percents

Table 24
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Scotland	88 9%	90 9%
North East	39 4%	40 4%
North West	111 11%	110 11%
Yorkshire & Humberside	94 9%	90 9%
West Midlands	84 8%	90 9%
East Midlands	71 7%	70 7%
Wales	48 5%	50 5%
Eastern	103 10%	100 10%
London	129 13%	131 13%
South East	137 14%	141 14%
South West	100 10%	90 9%

The Ashcroft National Poll
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Absolutes/col percents

Table 25

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

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Conservative	190 19%	208 21%
Labour	209 21%	174 17%
Liberal Democrat	111 11%	131 13%
Another party	79 8%	56 6%
Didn't vote	315 31%	332 33%
Refused	45 4%	46 5%
Don't know	55 5%	58 6%