

## Ashcroft National Poll

### CATI Fieldwork : 13th - 15th February 2015

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	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863	
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867	
Absolutely certain to vote	(10)	552 55%	265 54%	287 56%	34 28%	77 45%	77 46%	107 60%	92 62%	165 75%	184 68%	152 54%	114 53%	101 43%	155 57%	135 51%	123 51%	77 54%	62 72%	460 53%
	(9)	54 5%	26 5%	28 5%	7 6%	7 4%	12 7%	10 6%	10 7%	7 3%	20 7%	15 5%	6 3%	12 5%	11 4%	19 7%	12 5%	8 5%	4 5%	47 5%
	(8)	88 9%	39 8%	49 10%	19 16%	18 11%	18 11%	11 6%	9 6%	13 6%	19 7%	28 10%	24 11%	18 8%	20 7%	31 12%	24 10%	9 6%	5 6%	82 9%
	(7)	33 3%	17 4%	16 3%	10 9%	9 5%	3 2%	7 4%	3 2%	2 1%	6 2%	11 4%	7 3%	9 4%	11 4%	9 4%	9 4%	4 2%	-	32 4%
	(6)	27 3%	18 4%	9 2%	5 4%	7 4%	6 3%	5 3%	1 1%	3 1%	5 2%	10 3%	5 2%	7 3%	11 4%	8 3%	5 2%	3 2%	-	27 3%
	(5)	72 7%	33 7%	39 8%	12 10%	9 5%	15 9%	12 7%	13 9%	11 5%	10 4%	22 8%	18 8%	22 9%	18 7%	21 8%	19 8%	7 5%	7 8%	62 7%
	(4)	13 1%	3 1%	10 2%	5 4%	2 1%	3 2%	1 1%	2 1%	1 1%	4 1%	3 1%	1 *	7 3%	1 *	1 *	7 3%	4 3%	-	12 1%
	(3)	24 2%	12 3%	11 2%	3 3%	10 6%	6 3%	2 1%	1 1%	2 1%	7 2%	4 1%	9 4%	4 2%	6 2%	6 2%	7 3%	5 3%	-	24 3%
	(2)	11 1%	6 1%	4 1%	3 2%	4 2%	2 1%	1 1%	-	2 1%	3 1%	1 *	4 2%	2 1%	8 3%	1 *	1 *	1 1%	-	11 1%
Definitely would not vote	(1)	127 13%	69 14%	59 11%	21 17%	25 15%	28 17%	22 13%	16 11%	16 7%	14 5%	33 12%	27 13%	53 23%	30 11%	31 12%	36 15%	23 16%	8 9%	109 13%
Don't know		3 *	1 *	3 *	-	1 1%	-	-	2 1%	-	-	1 *	-	2 1%	1 *	-	-	1 1%	1 1%	3 *
Mean		7.73	7.61	7.84	6.51	7.13	7.18	7.98	8.20	8.75	8.66	7.84	7.53	6.70	7.79	7.77	7.45	7.45	8.63	7.66
Standard deviation		3.23	3.31	3.14	3.29	3.42	3.44	3.16	3.02	2.65	2.56	3.09	3.30	3.67	3.19	3.10	3.34	3.50	2.79	3.23
Standard error		0.10	0.15	0.14	0.36	0.27	0.28	0.22	0.23	0.17	0.13	0.20	0.26	0.24	0.19	0.19	0.22	0.30	0.30	0.11

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**Base: All respondents**

		Voting Intention					Swing	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1004	209	225	58	113	167	395	219	175	143	432	290
Weighted base		1004	201	227	57	120	163	398	213	178	134	423	291
Absolutely certain to vote	(10)	552 55%	135 67%	138 61%	39 68%	81 67%	91 56%	204 51%	161 76%	130 73%	100 74%	310 73%	151 52%
	(9)	54 5%	16 8%	10 5%	2 4%	2 2%	15 9%	28 7%	15 7%	6 3%	6 4%	20 5%	19 7%
	(8)	88 9%	21 11%	30 13%	4 8%	14 12%	10 6%	52 13%	16 8%	17 10%	16 12%	31 7%	47 16%
	(7)	33 3%	6 3%	15 6%	1 2%	2 2%	5 3%	19 5%	2 1%	10 5%	5 4%	13 3%	16 5%
	(6)	27 3%	4 2%	7 3%	4 7%	2 1%	5 3%	17 4%	5 2%	3 2%	1 1%	10 2%	11 4%
	(5)	72 7%	14 7%	15 7%	3 5%	9 8%	22 13%	46 12%	6 3%	10 6%	3 2%	22 5%	27 9%
	(4)	13 1%	- -	5 2%	- -	2 2%	4 2%	8 2%	- -	- -	1 1%	5 1%	4 1%
	(3)	24 2%	5 2%	4 2%	3 6%	4 3%	6 4%	15 4%	2 1%	- -	- -	8 2%	10 3%
	(2)	11 1%	1 *	4 2%	- -	4 3%	2 1%	6 2%	1 *	- -	- -	4 1%	5 2%
Definitely would not vote	(1)	127 13%	- -	- -	- -	- -	- -	- -	5 3%	1 1%	1 1%	- -	- -
Don't know		3 *	- -	- -	- -	- -	3 2%	3 1%	- -	1 *	1 1%	- -	- -
Mean		7.73	9.00	8.67	8.78	8.66	8.37	8.25	9.20	9.21	9.34	9.07	8.37
Standard deviation		3.23	1.80	2.04	2.11	2.32	2.32	2.28	1.90	1.56	1.43	1.86	2.18
Standard error		0.10	0.12	0.14	0.28	0.22	0.18	0.12	0.13	0.12	0.12	0.09	0.13

## Ashcroft National Poll

### CATI Fieldwork : 13th - 15th February 2015

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						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	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
Conservative	201 20%	96 20%	104 20%	14 11%	22 13%	21 12%	35 20%	40 27%	69 31%	72 27%	59 21%	39 18%	31 13%	56 21%	69 26%	35 14%	33 24%	8 9%	185 21%
Labour	227 23%	99 20%	127 25%	32 27%	51 30%	43 26%	37 21%	26 18%	37 17%	81 30%	58 21%	46 21%	42 18%	65 24%	48 18%	70 29%	29 21%	15 17%	198 23%
Liberal Democrat	57 6%	32 6%	26 5%	2 2%	13 7%	9 6%	7 4%	9 6%	18 8%	19 7%	22 8%	6 3%	12 5%	19 7%	10 4%	14 6%	11 8%	3 3%	53 6%
SNP	24 2%	12 2%	13 2%	2 2%	7 4%	2 1%	5 3%	6 4%	4 2%	5 2%	8 3%	6 3%	5 2%	- -	- -	- -	- -	24 28%	- -
Plaid Cymru	2 *	- -	2 *	- -	- -	- -	2 1%	- -	1 *	- -	1 *	1 *	1 *	- -	- -	- -	2 2%	- -	- -
The UK Independence Party	120 12%	70 14%	49 10%	10 8%	15 9%	16 9%	22 12%	24 16%	33 15%	19 7%	30 11%	35 16%	36 15%	32 12%	39 15%	29 12%	16 11%	3 4%	114 13%
The Green Party	61 6%	31 6%	30 6%	19 16%	10 6%	13 8%	9 5%	7 5%	2 1%	16 6%	17 6%	17 8%	11 4%	23 8%	14 5%	15 6%	6 4%	2 3%	58 7%
The British National Party	1 *	1 *	- -	- -	- -	1 *	* *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *
Another party	21 2%	11 2%	10 2%	5 4%	2 1%	5 3%	5 3%	1 1%	3 1%	6 2%	6 2%	6 3%	4 1%	4 2%	4 2%	10 4%	2 2%	1 1%	18 2%
Would not vote	127 13%	69 14%	59 11%	21 17%	25 15%	28 17%	22 13%	16 11%	16 7%	14 5%	33 12%	27 13%	53 23%	30 11%	31 12%	36 15%	23 16%	8 9%	109 13%
Refused	56 6%	32 7%	24 5%	2 1%	9 5%	12 7%	12 7%	5 4%	16 7%	19 7%	14 5%	10 5%	13 6%	14 5%	24 9%	8 3%	7 5%	4 5%	48 6%
Don't know	107 11%	36 7%	70 14%	13 11%	16 10%	19 12%	21 12%	15 10%	22 10%	21 8%	33 12%	23 11%	29 12%	30 11%	24 9%	23 10%	12 9%	18 21%	82 10%

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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	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
Conservative	201 20%	201 100%	-	-	-	-	72 18%	142 66%	7 4%	15 11%	129 30%	72 25%
Labour	227 23%	-	227 100%	-	-	-	95 24%	4 2%	122 68%	29 22%	131 31%	95 33%
Liberal Democrat	57 6%	-	-	57 100%	-	-	32 8%	2 1%	6 3%	35 26%	26 6%	32 11%
SNP	24 2%	-	-	-	-	-	6 2%	-	7 4%	2 1%	18 4%	6 2%
Plaid Cymru	2 *	-	-	-	-	-	1 *	-	-	-	1 *	1 *
The UK Independence Party	120 12%	-	-	-	120 100%	-	33 8%	38 18%	9 5%	13 10%	86 20%	33 11%
The Green Party	61 6%	-	-	-	-	-	35 9%	2 1%	7 4%	18 14%	25 6%	35 12%
The British National Party	1 *	-	-	-	-	-	1 *	-	-	-	-	1 *
Another party	21 2%	-	-	-	-	-	16 4%	1 *	2 1%	2 2%	6 1%	16 5%
Would not vote	127 13%	-	-	-	-	-	-	5 3%	1 1%	1 1%	-	-
Refused	56 6%	-	-	-	-	56 35%	-	5 2%	1 1%	5 4%	-	-
Don't know	107 11%	-	-	-	-	107 65%	107 27%	15 7%	16 9%	14 11%	-	-

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Table 3

**Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.**

**How likely are you, personally, to vote at the next election?**

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

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Gender			Age						Class				Region					
	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	540	274	266	33	74	77	117	98	141	237	121	81	101	149	135	128	73	54	462
Weighted base	519	257	262	47	78	75	95	87	137	170	147	108	95	142	133	123	73	48	448
Conservative	152 29%	74 29%	78 30%	9 20%	15 19%	14 18%	28 29%	30 34%	57 42%	57 34%	45 31%	26 24%	24 26%	41 29%	51 39%	26 21%	27 37%	7 15%	138 31%
Labour	161 31%	73 29%	88 33%	16 35%	37 47%	31 41%	28 29%	19 22%	31 22%	65 38%	39 26%	28 26%	30 31%	44 31%	33 25%	51 41%	22 29%	12 24%	139 31%
Liberal Democrat	42 8%	22 9%	20 7%	1 1%	9 11%	6 8%	4 5%	7 8%	16 11%	15 9%	16 11%	4 3%	7 7%	16 11%	6 5%	9 7%	8 11%	2 5%	38 9%
SNP	21 4%	11 4%	11 4%	2 4%	6 7%	1 2%	4 4%	5 6%	3 3%	5 3%	7 5%	6 5%	4 5%	- -	- -	- -	- -	21 44%	- -
Plaid Cymru	2 *	- -	2 1%	- -	- -	- -	1 2%	- -	1 *	- -	1 1%	1 1%	1 1%	- -	- -	- -	2 3%	- -	- -
The UK Independence Party	86 16%	50 20%	35 14%	4 8%	6 8%	11 14%	18 19%	20 24%	26 19%	13 8%	24 16%	28 26%	20 21%	22 15%	29 22%	22 18%	10 14%	3 6%	81 18%
The Green Party	42 8%	21 8%	21 8%	12 26%	6 8%	10 13%	8 8%	5 6%	1 1%	12 7%	12 8%	12 11%	6 6%	16 11%	10 7%	10 8%	4 5%	2 4%	40 9%
The British National Party	* *	* *	- -	- -	- -	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	* *
Another party	13 2%	5 2%	7 3%	3 6%	1 1%	3 4%	3 3%	1 1%	2 1%	3 2%	3 2%	4 3%	2 3%	3 2%	4 3%	5 4%	1 1%	1 1%	12 3%

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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	540	162	167	44	81	-	203	161	126	101	337	203
Weighted base	519	152	161	42	86	-	194	156	127	93	325	194
Conservative	152	152	-	-	-	-	49	118	3	13	103	49
	29%	100%	-	-	-	-	25%	76%	2%	14%	32%	25%
Labour	161	-	161	-	-	-	63	3	99	22	98	63
	31%	-	100%	-	-	-	32%	2%	78%	24%	30%	32%
Liberal Democrat	42	-	-	42	-	-	22	2	5	31	19	22
	8%	-	-	100%	-	-	11%	1%	4%	33%	6%	11%
SNP	21	-	-	-	-	-	5	-	6	2	16	5
	4%	-	-	-	-	-	3%	-	5%	2%	5%	3%
Plaid Cymru	2	-	-	-	-	-	1	-	-	-	1	1
	*	-	-	-	-	-	1%	-	-	-	*	1%
The UK Independence Party	86	-	-	-	86	-	23	31	8	10	63	23
	16%	-	-	-	100%	-	12%	20%	7%	11%	19%	12%
The Green Party	42	-	-	-	-	-	22	1	4	14	20	22
	8%	-	-	-	-	-	11%	1%	3%	15%	6%	11%
The British National Party	*	-	-	-	-	-	*	-	-	-	-	*
	*	-	-	-	-	-	*	-	-	-	-	*
Another party	13	-	-	-	-	-	8	*	2	2	5	8
	2%	-	-	-	-	-	4%	*	2%	2%	1%	4%

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Col percents

Table 4  
**Published voting intention figures**

	<u>Total</u>
Conservative	30%
Labour	31%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	4%
Plaid Cymru	*
The UK Independence Party	16%
The Green Party	8%
Other	2%

**Ashcroft National Poll**  
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Absolutes/col percents

Table 5

**Q4. The next general election will take place on May 7th 2015. 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	722	369	353	59	112	107	147	126	171	300	164	115	143	204	180	176	99	63	628
Weighted base	714	352	361	85	120	109	122	112	166	218	200	155	141	199	184	174	100	56	627
Will definitely vote that way	423 59%	230 65%	193 53%	36 42%	59 49%	59 55%	79 64%	71 64%	119 72%	122 56%	101 50%	97 63%	103 73%	118 59%	104 57%	98 56%	63 63%	39 68%	364 58%
Might end up voting differently	291 41%	122 35%	168 47%	49 58%	62 51%	49 45%	43 36%	41 36%	47 28%	96 44%	99 50%	58 37%	38 27%	81 41%	80 43%	76 44%	37 37%	18 32%	263 42%



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Table 5

**Q4. The next general election will take place on May 7th 2015. 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	722	209	225	58	113	-	290	194	156	123	432	290
Weighted base	714	201	227	57	120	-	291	188	159	114	423	291
Will definitely vote that way	423 59%	129 64%	131 58%	26 45%	86 72%	-	-	128 68%	102 64%	51 44%	423 100%	-
Might end up voting differently	291 41%	72 36%	95 42%	32 55%	33 28%	-	291 100%	60 32%	57 36%	64 56%	-	291 100%

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Table 6

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

**-David Cameron, the Prime Minister**

**Base: All respondents**

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1004	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
NET: Any positive	407 41%	187 38%	220 43%	38 31%	55 32%	60 36%	68 38%	65 44%	120 55%	116 43%	120 43%	80 37%	91 39%	108 40%	121 46%	85 35%	64 45%	29 33%	354 41%
75 to 100	119 12%	53 11%	66 13%	2 1%	14 8%	10 6%	27 15%	23 15%	45 20%	23 9%	38 13%	31 14%	27 11%	33 12%	33 13%	18 7%	25 17%	10 12%	97 11%
50 to 74	149 15%	71 14%	78 15%	13 10%	23 14%	20 12%	24 14%	24 16%	44 20%	52 19%	38 13%	27 12%	33 14%	38 14%	50 19%	33 14%	19 14%	9 10%	135 16%
25 to 49	60 6%	29 6%	31 6%	12 10%	8 5%	14 8%	9 5%	8 5%	10 4%	18 7%	21 7%	7 3%	13 5%	14 5%	16 6%	18 7%	8 6%	3 4%	52 6%
1 to 24	80 8%	35 7%	45 9%	12 10%	10 6%	17 10%	9 5%	11 7%	22 10%	23 8%	24 9%	15 7%	19 8%	23 9%	23 9%	16 7%	11 8%	7 8%	70 8%
Neutral	243 24%	114 23%	128 25%	31 26%	45 26%	48 28%	46 26%	31 21%	42 19%	56 20%	65 23%	62 29%	60 25%	72 27%	63 24%	64 26%	25 18%	18 21%	214 25%
-1 to -24	28 3%	15 3%	12 2%	7 6%	5 3%	5 3%	4 2%	4 3%	2 1%	14 5%	9 3%	2 1%	2 1%	7 3%	8 3%	7 3%	4 3%	1 1%	27 3%
-25 to -49	26 3%	16 3%	10 2%	2 2%	13 8%	1 1%	7 4%	1 1%	1 *	9 3%	9 3%	5 2%	3 1%	11 4%	3 1%	5 2%	4 3%	2 3%	24 3%
-50 to -74	59 6%	35 7%	24 5%	10 8%	13 8%	12 7%	10 6%	10 7%	4 2%	16 6%	22 8%	13 6%	8 4%	15 6%	13 5%	12 5%	12 9%	6 7%	52 6%
-75 to -100	241 24%	122 25%	119 23%	31 26%	39 23%	42 25%	42 24%	37 25%	50 23%	62 23%	55 20%	52 24%	72 30%	58 21%	53 20%	67 28%	33 23%	30 35%	198 23%
NET: Any negative	354 35%	188 38%	166 32%	51 43%	71 41%	60 36%	64 36%	52 35%	57 26%	100 37%	96 34%	73 34%	86 36%	92 34%	78 30%	92 38%	52 37%	40 46%	300 35%
Mean	-6.21	-9.35	-3.22	-21.02	-12.44	-12.38	-5.24	-3.48	8.86	-5.04	-2.22	-6.80	-11.71	-4.25	1.23	-13.08	-3.07	-20.82	-5.20
Standard deviation	62.98	62.57	63.29	52.75	58.10	59.27	64.92	66.17	67.97	60.75	61.58	63.86	66.26	60.50	61.06	62.70	66.62	68.03	61.88
Standard error	1.99	2.80	2.82	5.72	4.62	4.75	4.56	5.06	4.47	3.12	4.03	5.13	4.30	3.64	3.77	4.08	5.63	7.21	2.11

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 6

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

**-David Cameron, the Prime Minister**

**Base: All respondents**

	Voting Intention						Swing	Vote 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	1004	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
NET: Any positive	407	173	63	28	40	63	169	166	42	51	192	131
	41%	86%	28%	49%	33%	39%	43%	78%	24%	38%	45%	45%
75 to 100	119	80	11	4	8	7	30	66	10	11	81	24
	12%	40%	5%	6%	7%	4%	7%	31%	5%	8%	19%	8%
50 to 74	149	62	21	9	18	30	57	69	12	17	74	40
	15%	31%	9%	16%	15%	19%	14%	33%	7%	13%	18%	14%
25 to 49	60	15	16	7	5	10	36	16	10	9	18	30
	6%	8%	7%	12%	4%	6%	9%	8%	5%	6%	4%	10%
1 to 24	80	16	15	8	9	15	46	14	10	15	19	36
	8%	8%	6%	14%	7%	9%	12%	7%	6%	11%	4%	12%
Neutral	243	21	40	12	34	61	99	30	37	28	67	58
	24%	11%	18%	21%	28%	37%	25%	14%	21%	21%	16%	20%
-1 to -24	28	3	12	4	1	4	16	2	11	7	9	12
	3%	1%	5%	7%	1%	2%	4%	1%	6%	5%	2%	4%
-25 to -49	26	2	12	1	3	2	13	1	8	4	8	12
	3%	1%	5%	1%	2%	1%	3%	1%	5%	3%	2%	4%
-50 to -74	59	1	27	4	10	6	26	6	18	7	29	23
	6%	*	12%	7%	8%	4%	7%	3%	10%	5%	7%	8%
-75 to -100	241	-	72	8	33	28	74	8	61	37	118	54
	24%	-	32%	14%	27%	17%	19%	4%	35%	27%	28%	19%
NET: Any negative	354	6	124	17	46	39	130	18	99	55	164	102
	35%	3%	55%	29%	38%	24%	33%	8%	56%	41%	39%	35%
Mean	-6.21	55.50	-27.32	1.46	-14.97	-1.98	-4.54	43.55	-30.03	-13.10	-2.60	-4.77
Standard deviation	62.98	35.84	59.35	51.48	59.87	53.04	55.60	46.94	59.86	59.92	71.31	56.38
Standard error	1.99	2.48	3.96	6.76	5.63	4.10	2.80	3.17	4.53	5.01	3.43	3.31

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 7

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

**-Ed Miliband, the Labour leader**

**Base: All respondents**

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1004	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
NET: Any positive	335 33%	144 29%	191 37%	42 35%	53 31%	66 39%	55 31%	45 31%	74 34%	97 36%	93 33%	68 31%	78 33%	92 34%	77 29%	84 35%	50 36%	31 36%	280 32%
75 to 100	77 8%	32 7%	45 9%	7 6%	10 6%	14 8%	9 5%	11 7%	27 12%	17 6%	12 4%	24 11%	24 10%	15 5%	18 7%	20 8%	13 9%	12 14%	57 7%
50 to 74	94 9%	39 8%	56 11%	12 10%	21 13%	20 12%	18 10%	8 5%	16 7%	26 10%	28 10%	14 6%	26 11%	32 12%	16 6%	30 12%	12 8%	5 6%	83 10%
25 to 49	74 7%	31 6%	43 8%	8 6%	7 4%	20 12%	12 7%	14 9%	14 6%	24 9%	23 8%	13 6%	14 6%	22 8%	25 9%	13 5%	9 7%	6 6%	66 8%
1 to 24	89 9%	42 9%	46 9%	16 13%	15 9%	12 7%	16 9%	13 9%	17 8%	30 11%	29 10%	17 8%	14 6%	24 9%	19 7%	21 9%	17 12%	8 9%	74 9%
Neutral	262 26%	125 26%	137 27%	38 32%	58 34%	40 24%	47 26%	33 23%	46 21%	60 22%	75 27%	58 27%	70 29%	73 27%	72 27%	63 26%	29 21%	25 29%	223 26%
-1 to -24	39 4%	24 5%	15 3%	5 4%	8 5%	11 7%	2 1%	6 4%	7 3%	17 6%	12 4%	3 1%	8 3%	13 5%	13 5%	5 2%	5 3%	2 3%	33 4%
-25 to -49	24 2%	16 3%	9 2%	4 3%	6 4%	5 3%	5 3%	2 1%	1 1%	12 4%	4 1%	5 2%	4 2%	8 3%	8 3%	7 3%	1 1%	1 1%	23 3%
-50 to -74	82 8%	44 9%	38 7%	14 12%	10 6%	5 3%	29 16%	12 8%	12 6%	22 8%	24 8%	23 11%	13 6%	15 6%	28 10%	17 7%	18 13%	4 4%	77 9%
-75 to -100	261 26%	136 28%	125 24%	16 13%	36 21%	41 24%	40 22%	50 34%	79 36%	65 24%	73 26%	59 27%	65 27%	71 26%	65 25%	64 27%	38 27%	24 27%	231 27%
NET: Any negative	407 41%	221 45%	186 36%	39 33%	60 35%	63 37%	76 43%	69 47%	100 45%	115 42%	112 40%	90 42%	90 38%	107 39%	113 43%	95 39%	62 44%	30 35%	364 42%
Mean	-15.38	-20.52	-10.49	-5.90	-10.46	-9.10	-18.26	-24.90	-20.46	-14.24	-17.88	-16.29	-12.90	-14.99	-17.23	-14.37	-17.44	-10.44	-17.27
Standard deviation	59.88	58.24	61.05	50.32	54.21	60.25	56.48	62.29	68.11	57.24	56.99	63.00	63.39	58.34	57.29	61.84	61.57	64.81	59.24
Standard error	1.89	2.60	2.72	5.46	4.31	4.82	3.96	4.76	4.48	2.94	3.73	5.06	4.12	3.51	3.54	4.03	5.20	6.87	2.02

## Ashcroft National Poll

### CATI Fieldwork : 13th - 15th February 2015

Absolutes/col percents

Table 7

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

**-Ed Miliband, the Labour leader**

**Base: All respondents**

	Voting Intention						Swing	Vote 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	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
NET: Any positive	335	35	157	21	21	46	140	34	105	48	163	108
	33%	17%	69%	37%	18%	28%	35%	16%	59%	36%	39%	37%
75 to 100	77	5	55	2	2	7	17	5	42	5	54	12
	8%	2%	24%	3%	1%	4%	4%	2%	23%	4%	13%	4%
50 to 74	94	3	56	3	7	11	33	1	35	11	50	26
	9%	2%	25%	5%	6%	7%	8%	*	19%	8%	12%	9%
25 to 49	74	14	24	4	5	15	42	17	13	13	28	29
	7%	7%	11%	7%	4%	9%	10%	8%	7%	9%	7%	10%
1 to 24	89	13	21	12	7	13	49	12	15	20	31	40
	9%	6%	9%	21%	6%	8%	12%	6%	9%	15%	7%	14%
Neutral	262	26	47	11	35	66	121	38	38	25	64	77
	26%	13%	21%	19%	30%	41%	30%	18%	22%	19%	15%	26%
-1 to -24	39	12	3	6	2	8	20	14	1	11	14	15
	4%	6%	1%	10%	1%	5%	5%	6%	*	9%	3%	5%
-25 to -49	24	5	5	1	4	3	14	4	6	7	10	10
	2%	3%	2%	1%	3%	2%	3%	2%	3%	5%	2%	4%
-50 to -74	82	36	9	5	10	11	40	29	13	13	38	31
	8%	18%	4%	9%	9%	7%	10%	14%	7%	10%	9%	11%
-75 to -100	261	87	5	14	47	28	63	94	16	30	135	50
	26%	43%	2%	24%	40%	17%	16%	44%	9%	22%	32%	17%
NET: Any negative	407	140	23	25	63	51	137	141	35	61	196	106
	41%	70%	10%	44%	52%	31%	34%	66%	20%	45%	46%	37%
Mean	-15.38	-46.68	35.28	-18.73	-38.34	-9.90	-8.99	-46.22	22.76	-16.51	-15.90	-10.50
Standard deviation	59.88	52.82	46.22	51.39	55.83	50.36	49.78	52.95	57.16	53.41	68.34	50.99
Standard error	1.89	3.65	3.08	6.75	5.25	3.90	2.50	3.58	4.32	4.47	3.29	2.99

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 8

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

**-Nick Clegg, the Liberal Democrat leader**

**Base: All respondents**

	Gender			Age						Class				Region					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	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
NET: Any positive	288 29%	124 25%	163 32%	31 26%	53 31%	42 25%	38 22%	39 26%	85 39%	72 27%	95 34%	52 24%	69 29%	80 29%	79 30%	54 22%	51 36%	23 27%	244 28%
75 to 100	36 4%	14 3%	22 4%	- -	6 3%	6 3%	5 3%	5 3%	15 7%	5 2%	10 4%	8 4%	12 5%	10 4%	14 5%	5 2%	2 1%	5 6%	30 3%
50 to 74	101 10%	47 10%	54 10%	14 12%	19 11%	13 8%	17 10%	8 5%	29 13%	25 9%	35 12%	15 7%	26 11%	27 10%	23 9%	24 10%	23 17%	4 5%	87 10%
25 to 49	56 6%	23 5%	33 6%	5 4%	11 6%	10 6%	3 2%	14 9%	13 6%	20 8%	16 6%	12 6%	7 3%	13 5%	22 8%	8 3%	11 8%	3 3%	48 6%
1 to 24	95 9%	41 8%	55 11%	12 10%	17 10%	13 8%	13 7%	13 9%	28 13%	22 8%	34 12%	16 7%	23 10%	30 11%	21 8%	18 7%	15 10%	11 13%	79 9%
Neutral	315 31%	141 29%	175 34%	49 41%	61 36%	57 34%	62 35%	44 30%	42 19%	85 31%	79 28%	77 36%	75 32%	93 34%	81 31%	76 31%	35 25%	31 35%	269 31%
-1 to -24	41 4%	24 5%	17 3%	6 5%	5 3%	7 4%	9 5%	7 4%	7 3%	19 7%	10 4%	2 1%	10 4%	15 5%	12 4%	8 3%	5 4%	2 2%	38 4%
-25 to -49	29 3%	18 4%	11 2%	6 5%	3 2%	6 3%	3 2%	2 1%	9 4%	14 5%	6 2%	7 3%	2 1%	10 4%	11 4%	4 2%	3 2%	1 1%	28 3%
-50 to -74	67 7%	35 7%	32 6%	7 6%	17 10%	11 6%	11 6%	10 7%	11 5%	23 9%	18 6%	15 7%	10 4%	14 5%	16 6%	24 10%	11 8%	2 2%	65 7%
-75 to -100	264 26%	148 30%	116 23%	21 18%	31 18%	45 27%	54 30%	47 32%	65 30%	58 21%	72 26%	62 29%	72 30%	60 22%	64 25%	75 31%	36 26%	29 33%	222 26%
NET: Any negative	401 40%	225 46%	177 34%	40 33%	57 33%	70 41%	77 43%	65 44%	93 42%	115 42%	106 38%	87 40%	94 39%	99 36%	102 39%	111 46%	56 39%	33 38%	354 41%
Mean	-19.12	-25.12	-13.41	-14.24	-11.32	-21.01	-25.53	-26.15	-16.49	-17.73	-16.75	-23.37	-19.67	-14.68	-15.91	-27.64	-16.60	-23.19	-19.20
Standard deviation	55.48	55.91	54.51	46.12	51.41	54.54	55.37	56.44	62.31	50.09	56.33	56.46	59.42	52.50	56.04	55.65	56.92	58.32	55.04
Standard error	1.75	2.50	2.43	5.00	4.09	4.37	3.89	4.32	4.10	2.57	3.69	4.53	3.86	3.15	3.46	3.62	4.81	6.18	1.87

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 8

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

**-Nick Clegg, the Liberal Democrat leader**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
NET: Any positive	288 29%	64 32%	62 27%	51 88%	19 16%	44 27%	124 31%	69 32%	45 25%	63 47%	130 31%	95 33%
75 to 100	36 4%	8 4%	8 4%	8 13%	2 2%	5 3%	17 4%	10 5%	5 3%	12 9%	15 4%	14 5%
50 to 74	101 10%	19 10%	27 12%	21 36%	4 3%	17 10%	39 10%	17 8%	15 8%	24 18%	49 12%	28 10%
25 to 49	56 6%	17 8%	6 3%	10 17%	5 4%	6 4%	23 6%	17 8%	7 4%	10 7%	26 6%	20 7%
1 to 24	95 9%	21 10%	22 10%	12 22%	7 6%	17 10%	45 11%	24 11%	18 10%	18 13%	39 9%	34 12%
Neutral	315 31%	55 28%	68 30%	6 11%	38 31%	70 43%	137 35%	53 25%	50 28%	26 19%	102 24%	89 31%
-1 to -24	41 4%	8 4%	16 7%	1 1%	6 5%	7 4%	22 5%	6 3%	12 7%	12 9%	16 4%	17 6%
-25 to -49	29 3%	12 6%	6 3%	-	2 2%	5 3%	15 4%	12 6%	4 2%	3 2%	12 3%	10 3%
-50 to -74	67 7%	12 6%	28 12%	-	11 9%	6 3%	27 7%	13 6%	19 11%	9 7%	31 7%	25 9%
-75 to -100	264 26%	49 24%	47 21%	-	45 38%	32 19%	72 18%	60 28%	47 27%	22 16%	131 31%	55 19%
NET: Any negative	401 40%	81 40%	97 43%	1 1%	63 53%	49 30%	136 34%	91 43%	83 47%	45 34%	191 45%	106 37%
Mean	-19.12	-16.75	-17.45	42.90	-37.46	-11.58	-10.65	-20.46	-23.50	1.01	-22.93	-11.46
Standard deviation	55.48	54.64	52.44	30.64	53.79	49.47	50.66	56.91	54.18	56.10	59.02	51.99
Standard error	1.75	3.78	3.50	4.02	5.06	3.83	2.55	3.85	4.10	4.69	2.84	3.05

## Ashcroft National Poll

### CATI Fieldwork : 13th - 15th February 2015

Absolutes/col percents

Table 9

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

**-The Conservative Party**

**Base: All respondents**

	Gender			Age						Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1004	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
NET: Any positive	371 37%	175 36%	196 38%	36 30%	54 32%	50 30%	59 33%	60 41%	111 51%	104 38%	113 40%	73 34%	81 34%	91 33%	118 45%	79 33%	60 42%	23 26%	328 38%
75 to 100	105 10%	46 9%	59 11%	- -	10 6%	7 4%	24 13%	16 11%	50 23%	21 8%	32 11%	29 14%	23 10%	24 9%	35 13%	21 9%	19 14%	6 7%	94 11%
50 to 74	145 14%	68 14%	76 15%	18 15%	26 15%	20 12%	22 12%	27 19%	32 15%	47 17%	45 16%	24 11%	29 12%	40 15%	50 19%	28 11%	22 15%	6 7%	130 15%
25 to 49	44 4%	21 4%	23 4%	6 5%	6 3%	12 7%	7 4%	5 3%	8 4%	18 7%	12 4%	4 2%	10 4%	6 2%	16 6%	9 4%	7 5%	7 8%	36 4%
1 to 24	77 8%	39 8%	37 7%	12 10%	12 7%	12 7%	7 4%	12 8%	21 9%	18 7%	23 8%	17 8%	19 8%	21 8%	18 7%	22 9%	12 9%	4 5%	68 8%
Neutral	268 27%	117 24%	151 29%	41 34%	49 29%	50 30%	47 27%	33 23%	47 21%	63 23%	67 24%	65 30%	72 31%	80 29%	66 25%	68 28%	28 20%	25 29%	229 26%
-1 to -24	26 3%	8 2%	18 3%	2 2%	9 5%	4 2%	4 2%	6 4%	2 1%	9 3%	9 3%	3 1%	4 2%	9 3%	4 2%	9 4%	2 1%	3 3%	23 3%
-25 to -49	24 2%	13 3%	12 2%	5 4%	5 3%	7 4%	6 4%	- -	1 *	9 3%	10 3%	3 2%	2 1%	8 3%	6 2%	5 2%	6 4%	- -	24 3%
-50 to -74	67 7%	42 9%	24 5%	11 9%	12 7%	13 8%	16 9%	10 6%	6 3%	23 8%	24 8%	12 5%	8 3%	24 9%	10 4%	18 7%	9 6%	6 7%	58 7%
-75 to -100	248 25%	134 27%	114 22%	25 21%	43 25%	44 26%	46 26%	39 26%	52 24%	63 23%	58 21%	59 27%	69 29%	60 22%	58 22%	63 26%	37 26%	30 35%	205 24%
NET: Any negative	365 36%	197 40%	168 33%	43 35%	68 40%	68 40%	71 40%	54 37%	62 28%	104 38%	100 36%	77 36%	84 35%	101 37%	78 30%	94 39%	54 38%	39 45%	310 36%
Mean	-9.23	-14.25	-4.46	-16.04	-14.50	-17.89	-11.23	-7.89	5.95	-9.55	-4.60	-11.27	-12.50	-10.44	0.49	-14.37	-6.86	-24.39	-7.83
Standard deviation	62.45	63.13	61.48	51.90	57.19	58.29	64.16	65.15	69.10	60.32	61.48	64.80	63.89	59.49	63.79	60.89	66.25	61.96	62.16
Standard error	1.97	2.82	2.74	5.63	4.55	4.67	4.50	4.98	4.55	3.10	4.03	5.20	4.15	3.57	3.94	3.96	5.60	6.57	2.12



**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 9

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

**-The Conservative Party**

**Base: All respondents**

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
NET: Any positive	371 37%	174 87%	47 21%	18 32%	37 31%	54 33%	141 35%	171 80%	27 15%	41 30%	184 44%	110 38%
75 to 100	105 10%	73 36%	6 3%	- -	11 9%	9 5%	27 7%	72 34%	3 2%	9 7%	72 17%	20 7%
50 to 74	145 14%	71 35%	19 9%	9 15%	12 10%	25 15%	52 13%	67 32%	12 7%	14 10%	74 17%	41 14%
25 to 49	44 4%	12 6%	7 3%	4 6%	5 4%	8 5%	29 7%	16 7%	4 3%	5 3%	11 3%	22 8%
1 to 24	77 8%	17 9%	14 6%	6 10%	9 8%	12 8%	34 9%	17 8%	7 4%	13 10%	27 6%	27 9%
Neutral	268 27%	19 9%	43 19%	18 32%	34 28%	73 45%	118 30%	26 12%	36 20%	27 20%	67 16%	66 23%
-1 to -24	26 3%	3 2%	13 6%	3 6%	1 1%	3 2%	20 5%	3 1%	8 5%	7 5%	5 1%	18 6%
-25 to -49	24 2%	3 1%	11 5%	3 5%	- -	3 2%	12 3%	1 1%	6 4%	6 5%	9 2%	9 3%
-50 to -74	67 7%	2 1%	32 14%	3 4%	13 11%	3 3%	28 7%	3 1%	25 14%	13 10%	33 8%	25 8%
-75 to -100	248 25%	- -	81 36%	12 21%	35 30%	25 15%	78 20%	8 4%	76 43%	40 30%	125 30%	63 22%
NET: Any negative	365 36%	8 4%	137 60%	21 37%	49 41%	36 22%	138 35%	16 7%	115 65%	66 50%	172 41%	114 39%
Mean	-9.23	54.62	-36.48	-13.87	-18.82	-1.01	-8.14	46.54	-44.55	-22.20	-7.33	-10.22
Standard deviation	62.45	35.82	55.26	50.36	61.75	51.41	55.35	45.85	53.73	60.17	70.79	57.34
Standard error	1.97	2.48	3.68	6.61	5.81	3.98	2.78	3.10	4.06	5.03	3.41	3.37

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 10

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

**-The Labour Party**

**Base: All respondents**

	Gender		Age						Class				Region					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	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
NET: Any positive	403 40%	188 38%	214 42%	59 49%	74 43%	73 43%	62 35%	52 36%	82 38%	107 39%	119 42%	78 36%	99 42%	108 40%	99 38%	105 43%	60 42%	31 36%	342 39%
75 to 100	103 10%	46 9%	58 11%	13 11%	16 9%	18 10%	18 10%	8 5%	32 14%	25 9%	18 6%	25 12%	35 15%	25 9%	20 8%	34 14%	16 12%	8 9%	83 10%
50 to 74	139 14%	69 14%	70 14%	20 17%	34 20%	27 16%	18 10%	16 11%	25 11%	37 14%	44 16%	25 12%	34 14%	39 14%	34 13%	38 16%	15 10%	13 15%	119 14%
25 to 49	63 6%	26 5%	37 7%	8 6%	9 5%	14 8%	11 6%	16 10%	6 3%	15 6%	26 9%	9 4%	13 6%	14 5%	20 8%	12 5%	11 8%	5 6%	56 7%
1 to 24	97 10%	47 10%	49 10%	18 15%	16 9%	15 9%	15 8%	13 9%	20 9%	29 11%	31 11%	19 9%	17 7%	29 11%	24 9%	21 9%	18 12%	4 5%	84 10%
Neutral	280 28%	127 26%	153 30%	32 27%	52 30%	48 28%	54 31%	38 26%	56 25%	75 27%	75 27%	63 29%	68 29%	76 28%	75 29%	69 29%	36 25%	24 28%	243 28%
-1 to -24	40 4%	21 4%	19 4%	8 7%	6 4%	9 6%	4 2%	4 3%	9 4%	12 4%	13 5%	5 2%	10 4%	12 4%	14 5%	8 3%	6 4%	* 1%	39 4%
-25 to -49	21 2%	14 3%	6 1%	2 2%	3 2%	3 2%	7 4%	2 1%	4 2%	12 4%	5 2%	3 2%	1 *	9 3%	4 1%	5 2%	1 1%	2 3%	18 2%
-50 to -74	80 8%	48 10%	32 6%	9 8%	13 8%	8 5%	23 13%	16 11%	10 5%	26 10%	24 8%	22 10%	8 3%	26 9%	21 8%	11 5%	12 8%	10 11%	68 8%
-75 to -100	181 18%	90 18%	90 18%	9 8%	22 13%	27 16%	28 16%	35 24%	58 27%	40 15%	45 16%	43 20%	52 22%	41 15%	49 19%	44 18%	28 20%	19 22%	157 18%
NET: Any negative	321 32%	174 35%	147 29%	29 24%	45 26%	48 28%	62 35%	57 39%	81 37%	90 33%	87 31%	74 34%	71 30%	88 32%	88 34%	67 28%	46 32%	32 36%	282 32%
Mean	-2.74	-5.86	0.23	10.46	3.38	1.97	-6.13	-14.57	-7.62	-1.95	-2.49	-6.92	-0.15	-2.42	-5.42	2.68	-3.56	-9.37	-3.46
Standard deviation	58.08	57.90	58.14	50.25	53.58	56.27	55.94	57.58	66.53	54.96	54.02	60.74	63.60	55.65	56.97	60.34	59.31	60.43	57.61
Standard error	1.83	2.59	2.59	5.45	4.26	4.50	3.93	4.40	4.38	2.82	3.54	4.88	4.13	3.34	3.52	3.93	5.01	6.41	1.96

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 10

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

**-The Labour Party**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
NET: Any positive	403 40%	42 21%	195 86%	29 51%	23 20%	56 34%	189 48%	44 21%	134 75%	62 46%	179 42%	149 51%
75 to 100	103 10%	3 1%	76 34%	1 2%	1 1%	13 8%	27 7%	6 3%	54 31%	9 7%	72 17%	15 5%
50 to 74	139 14%	8 4%	70 31%	12 20%	10 9%	24 15%	71 18%	5 2%	51 29%	22 16%	56 13%	54 19%
25 to 49	63 6%	15 7%	21 9%	2 4%	4 3%	8 5%	29 7%	16 8%	13 7%	9 7%	28 7%	24 8%
1 to 24	97 10%	16 8%	28 12%	14 25%	8 7%	11 7%	62 15%	17 8%	15 8%	22 16%	23 5%	55 19%
Neutral	280 28%	42 21%	28 12%	13 22%	39 32%	68 42%	109 27%	49 23%	29 16%	30 22%	81 19%	64 22%
-1 to -24	40 4%	16 8%	2 1%	2 3%	5 5%	12 7%	22 6%	15 7%	- -	8 6%	12 3%	15 5%
-25 to -49	21 2%	7 4%	1 *	1 2%	2 2%	2 1%	7 2%	7 3%	3 1%	3 2%	12 3%	5 2%
-50 to -74	80 8%	35 17%	1 *	5 9%	9 8%	12 7%	30 8%	30 14%	7 4%	15 11%	42 10%	23 8%
-75 to -100	181 18%	59 29%	- -	8 13%	41 34%	14 8%	40 10%	68 32%	6 3%	17 13%	98 23%	35 12%
NET: Any negative	321 32%	117 58%	4 2%	15 27%	58 48%	39 24%	99 25%	120 56%	15 8%	43 32%	163 39%	78 27%
Mean	-2.74	-33.13	52.03	-0.42	-31.17	4.61	5.03	-33.05	41.87	-0.09	-3.06	2.64
Standard deviation	58.08	50.85	35.66	49.36	54.93	46.43	48.01	53.14	47.69	52.19	67.57	49.38
Standard error	1.83	3.52	2.38	6.48	5.17	3.59	2.42	3.59	3.61	4.36	3.25	2.90

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 11

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

**-The Liberal Democrats**

**Base: All respondents**

	Gender			Age						Class				Region					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	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
NET: Any positive	285 28%	121 25%	165 32%	28 24%	54 32%	44 26%	38 21%	39 26%	82 37%	75 28%	93 33%	48 22%	70 30%	93 34%	70 27%	58 24%	48 34%	16 19%	249 29%
75 to 100	30 3%	17 4%	13 3%	- -	5 3%	6 3%	2 1%	1 1%	16 7%	6 2%	7 3%	6 3%	11 4%	9 3%	10 4%	7 3%	2 2%	2 2%	28 3%
50 to 74	95 9%	35 7%	60 12%	15 12%	21 13%	11 7%	16 9%	9 6%	22 10%	16 6%	34 12%	18 8%	27 11%	28 10%	28 11%	23 10%	12 8%	4 4%	88 10%
25 to 49	67 7%	23 5%	43 8%	4 4%	16 9%	10 6%	6 4%	13 9%	17 8%	23 8%	22 8%	10 5%	12 5%	21 8%	11 4%	13 5%	19 13%	3 4%	55 6%
1 to 24	93 9%	45 9%	48 9%	9 8%	11 7%	18 11%	13 7%	15 10%	28 13%	30 11%	30 11%	13 6%	21 9%	35 13%	22 8%	14 6%	15 11%	7 8%	78 9%
Neutral	346 35%	157 32%	189 37%	47 39%	65 38%	60 36%	73 41%	47 32%	54 25%	87 32%	93 33%	79 37%	87 37%	88 32%	98 38%	79 33%	43 30%	39 45%	290 33%
-1 to -24	42 4%	21 4%	21 4%	7 6%	6 3%	7 4%	9 5%	5 4%	8 3%	17 6%	9 3%	11 5%	6 2%	12 4%	12 4%	12 5%	6 4%	1 1%	41 5%
-25 to -49	23 2%	16 3%	7 1%	6 5%	7 4%	4 2%	3 2%	3 2%	1 1%	12 4%	4 2%	4 2%	3 2%	10 4%	5 2%	2 1%	5 4%	2 2%	21 2%
-50 to -74	78 8%	41 8%	36 7%	6 5%	12 7%	11 7%	14 8%	14 9%	21 10%	24 9%	19 7%	20 9%	14 6%	20 7%	24 9%	22 9%	8 6%	4 4%	72 8%
-75 to -100	229 23%	133 27%	96 19%	27 22%	28 16%	41 25%	41 23%	40 27%	53 24%	56 21%	62 22%	54 25%	57 24%	50 18%	53 20%	69 28%	31 22%	26 30%	193 22%
NET: Any negative	372 37%	211 43%	161 31%	45 37%	52 30%	64 38%	67 38%	62 42%	83 38%	110 40%	94 34%	88 41%	80 34%	91 34%	94 36%	105 43%	51 36%	32 36%	328 38%
Mean	-16.45	-23.18	-10.04	-17.98	-7.48	-18.88	-19.46	-23.51	-13.51	-17.39	-13.31	-21.45	-14.53	-11.13	-13.82	-22.97	-14.97	-25.30	-15.77
Standard deviation	52.99	54.12	51.14	49.29	49.14	53.63	50.52	52.15	59.00	48.94	53.39	53.52	56.37	50.86	52.76	55.95	52.29	51.19	53.30
Standard error	1.67	2.42	2.28	5.35	3.91	4.29	3.55	3.99	3.88	2.51	3.50	4.30	3.66	3.06	3.26	3.64	4.42	5.43	1.81

## Ashcroft National Poll

### CATI Fieldwork : 13th - 15th February 2015

Absolutes/col percents

Table 11

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

**-The Liberal Democrats**

**Base: All respondents**

	Voting Intention						Swing	Vote 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	1004	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
NET: Any positive	285 28%	59 29%	61 27%	54 94%	20 17%	47 29%	134 34%	64 30%	40 22%	70 53%	121 29%	101 35%
75 to 100	30 3%	2 1%	5 2%	13 22%	2 2%	3 2%	12 3%	4 2%	2 1%	16 12%	15 3%	11 4%
50 to 74	95 9%	16 8%	21 9%	21 37%	7 6%	17 10%	43 11%	17 8%	14 8%	22 17%	43 10%	31 11%
25 to 49	67 7%	18 9%	18 8%	8 15%	2 1%	10 6%	31 8%	16 8%	13 7%	15 11%	32 8%	25 8%
1 to 24	93 9%	23 11%	16 7%	12 21%	9 8%	18 11%	48 12%	27 13%	10 5%	17 13%	31 7%	35 12%
Neutral	346 35%	60 30%	78 34%	3 6%	44 36%	77 47%	144 36%	63 30%	66 37%	25 19%	116 27%	95 33%
-1 to -24	42 4%	9 5%	19 8%	- -	5 5%	5 3%	24 6%	6 3%	10 6%	10 7%	18 4%	18 6%
-25 to -49	23 2%	5 2%	6 2%	- -	- -	3 2%	9 2%	3 2%	6 3%	6 4%	13 3%	6 2%
-50 to -74	78 8%	26 13%	22 10%	- -	9 8%	8 5%	30 8%	23 11%	19 11%	8 6%	39 9%	23 8%
-75 to -100	229 23%	42 21%	41 18%	- -	41 34%	23 14%	57 14%	53 25%	37 21%	15 11%	117 28%	47 16%
NET: Any negative	372 37%	82 41%	88 39%	- -	56 47%	39 24%	119 30%	86 40%	72 41%	39 29%	187 44%	94 32%
Mean	-16.45	-18.51	-14.16	48.85	-31.87	-7.35	-6.45	-20.90	-18.46	8.76	-21.21	-7.66
Standard deviation	52.99	49.41	49.54	30.35	54.37	44.73	47.80	52.49	49.08	54.04	56.37	50.22
Standard error	1.67	3.42	3.30	3.99	5.11	3.46	2.40	3.55	3.71	4.52	2.71	2.95

## Ashcroft National Poll

### CATI Fieldwork : 13th - 15th February 2015

Absolutes/col percents

Table 12

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

**-The UK Independence Party (UKIP)**

**Base: All respondents**

	Gender			Age						Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1004	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
NET: Any positive	268 27%	132 27%	136 26%	18 15%	32 19%	46 27%	49 28%	48 32%	75 34%	48 18%	82 29%	56 26%	82 35%	68 25%	83 32%	58 24%	48 34%	10 12%	242 28%
75 to 100	88 9%	46 9%	42 8%	4 4%	8 4%	13 8%	19 11%	22 15%	22 10%	16 6%	22 8%	28 13%	23 10%	23 8%	22 9%	17 12%	4 5%	79 9%	
50 to 74	77 8%	38 8%	40 8%	8 7%	12 7%	14 9%	12 7%	11 7%	20 9%	8 3%	28 10%	11 5%	30 12%	23 8%	25 10%	17 7%	12 8%	1 1%	75 9%
25 to 49	34 3%	19 4%	15 3%	2 2%	3 2%	7 4%	6 3%	5 3%	11 5%	12 4%	8 3%	1 *	12 5%	7 3%	10 4%	8 3%	8 5%	1 1%	28 3%
1 to 24	69 7%	29 6%	39 8%	3 2%	10 6%	12 7%	12 7%	10 7%	22 10%	12 4%	24 9%	16 7%	17 7%	16 6%	26 10%	11 5%	12 8%	4 5%	60 7%
Neutral	259 26%	112 23%	148 29%	44 37%	43 25%	39 23%	46 26%	44 30%	44 20%	58 21%	65 23%	64 30%	72 30%	59 22%	63 24%	80 33%	28 20%	30 35%	219 25%
-1 to -24	31 3%	17 3%	14 3%	6 5%	4 3%	7 4%	3 2%	2 1%	9 4%	10 4%	12 4%	5 2%	3 1%	10 4%	11 4%	6 3%	2 2%	1 1%	28 3%
-25 to -49	20 2%	14 3%	6 1%	3 2%	10 6%	- -	2 1%	2 2%	3 1%	12 5%	5 2%	- -	2 1%	5 2%	4 1%	8 3%	3 2%	* 1%	18 2%
-50 to -74	46 5%	27 5%	19 4%	6 5%	8 5%	6 4%	10 6%	8 6%	7 3%	22 8%	13 5%	8 4%	2 1%	21 8%	7 3%	3 1%	7 5%	7 8%	37 4%
-75 to -100	380 38%	188 38%	192 37%	43 36%	74 43%	70 42%	68 38%	44 29%	82 37%	121 44%	102 37%	82 38%	75 32%	108 40%	94 36%	87 36%	53 37%	38 44%	324 37%
NET: Any negative	477 47%	246 50%	231 45%	58 48%	96 56%	83 49%	83 47%	56 38%	100 46%	166 61%	133 47%	95 44%	83 35%	145 53%	116 44%	104 43%	65 46%	47 54%	406 47%
Mean	-26.46	-27.26	-25.70	-30.45	-37.63	-30.05	-25.48	-13.41	-22.42	-40.40	-25.39	-24.10	-13.92	-30.22	-22.66	-23.39	-21.75	-42.38	-24.93
Standard deviation	64.57	65.11	64.11	56.24	58.89	65.62	66.83	66.65	67.68	60.06	63.79	66.61	65.99	64.47	64.40	64.50	68.19	57.45	65.04
Standard error	2.04	2.91	2.86	6.10	4.68	5.25	4.69	5.10	4.45	3.08	4.18	5.35	4.29	3.87	3.98	4.20	5.76	6.09	2.21

## Ashcroft National Poll

### CATI Fieldwork : 13th - 15th February 2015

Absolutes/col percents

Table 12

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

**-The UK Independence Party (UKIP)**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
NET: Any positive	268 27%	52 26%	23 10%	8 14%	112 94%	38 23%	99 25%	88 42%	26 14%	23 17%	134 32%	76 26%
75 to 100	88 9%	5 3%	3 1%	- -	65 54%	6 4%	22 5%	29 13%	8 5%	7 5%	59 14%	17 6%
50 to 74	77 8%	12 6%	8 3%	1 2%	30 25%	17 10%	38 9%	24 11%	7 4%	2 2%	30 7%	27 9%
25 to 49	34 3%	9 5%	7 3%	2 4%	6 5%	5 3%	15 4%	10 5%	7 4%	5 3%	15 4%	11 4%
1 to 24	69 7%	25 12%	6 2%	5 8%	10 9%	10 6%	25 6%	25 12%	4 2%	9 7%	30 7%	20 7%
Neutral	259 26%	46 23%	56 25%	13 22%	8 6%	63 38%	111 28%	34 16%	42 24%	15 11%	76 18%	67 23%
-1 to -24	31 3%	9 5%	5 2%	3 5%	- -	4 3%	16 4%	11 5%	3 2%	4 3%	9 2%	14 5%
-25 to -49	20 2%	7 3%	7 3%	- -	- -	4 3%	10 2%	5 2%	4 2%	5 4%	8 2%	6 2%
-50 to -74	46 5%	9 4%	12 5%	6 10%	- -	11 7%	25 6%	9 4%	11 6%	9 7%	16 4%	15 5%
-75 to -100	380 38%	78 39%	123 54%	28 49%	- -	43 26%	137 34%	65 30%	92 52%	78 58%	181 43%	113 39%
NET: Any negative	477 47%	103 51%	147 65%	37 64%	- -	62 38%	188 47%	90 42%	110 62%	96 72%	214 51%	148 51%
Mean	-26.46	-32.70	-53.58	-50.99	67.02	-19.56	-26.13	-11.73	-47.37	-54.10	-26.16	-29.69
Standard deviation	64.57	56.37	53.50	51.59	33.41	55.48	59.84	67.26	59.54	60.06	71.61	61.71
Standard error	2.04	3.90	3.57	6.77	3.14	4.29	3.01	4.55	4.50	5.02	3.45	3.62

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 13

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

**-Nigel Farage, the UKIP leader**

**Base: All respondents**

	Gender		Age						Class				Region						
	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	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
NET: Any positive	257 26%	127 26%	130 25%	16 13%	35 20%	42 25%	46 26%	50 34%	69 31%	51 19%	73 26%	54 25%	79 33%	69 25%	77 29%	59 24%	45 32%	7 9%	236 27%
75 to 100	88 9%	48 10%	40 8%	4 3%	5 3%	12 7%	17 10%	23 16%	27 12%	12 4%	21 7%	33 15%	22 9%	26 10%	25 9%	23 9%	13 9%	2 2%	83 10%
50 to 74	76 8%	36 7%	40 8%	6 5%	16 9%	14 9%	9 5%	11 8%	20 9%	15 6%	25 9%	5 2%	31 13%	27 10%	15 6%	19 8%	15 11%	1 1%	73 8%
25 to 49	30 3%	11 2%	19 4%	2 2%	2 1%	3 2%	8 4%	6 4%	10 5%	9 3%	11 4%	3 1%	9 4%	2 1%	14 5%	6 2%	7 5%	1 2%	24 3%
1 to 24	62 6%	31 6%	31 6%	4 4%	12 7%	13 8%	11 6%	10 7%	11 5%	15 5%	17 6%	13 6%	17 7%	14 5%	23 9%	11 5%	10 7%	3 4%	57 7%
Neutral	260 26%	125 26%	135 26%	42 35%	47 27%	41 24%	50 28%	37 25%	44 20%	56 20%	71 25%	64 30%	69 29%	60 22%	62 24%	73 30%	34 24%	30 35%	214 25%
-1 to -24	27 3%	10 2%	17 3%	4 4%	3 2%	6 3%	3 2%	3 2%	8 3%	12 4%	6 2%	7 3%	3 1%	7 2%	10 4%	5 2%	2 2%	3 4%	23 3%
-25 to -49	20 2%	14 3%	6 1%	2 1%	6 3%	4 2%	3 2%	1 *	4 2%	11 4%	6 2%	- -	3 1%	5 2%	5 2%	6 3%	2 2%	1 1%	18 2%
-50 to -74	60 6%	31 6%	29 6%	4 3%	15 9%	7 4%	12 7%	13 9%	7 3%	23 8%	16 6%	12 6%	9 4%	23 8%	15 6%	10 4%	10 7%	2 3%	55 6%
-75 to -100	381 38%	183 37%	198 38%	52 43%	66 38%	69 41%	63 36%	44 30%	87 40%	120 44%	108 39%	78 36%	75 32%	108 40%	94 36%	89 37%	48 34%	43 49%	321 37%
NET: Any negative	487 49%	238 49%	249 48%	62 52%	89 52%	86 51%	82 46%	61 42%	106 49%	165 61%	136 48%	98 45%	89 38%	143 53%	123 47%	109 45%	63 44%	49 56%	417 48%
Mean	-27.66	-26.55	-28.73	-37.35	-35.51	-31.18	-25.68	-14.33	-24.16	-40.61	-28.88	-22.33	-16.25	-29.87	-24.40	-25.05	-21.62	-47.74	-25.84
Standard deviation	64.48	65.28	63.76	56.74	58.07	64.51	63.99	67.66	69.95	59.70	62.93	68.50	65.47	65.61	64.45	65.24	65.12	54.30	65.15
Standard error	2.03	2.92	2.84	6.15	4.62	5.16	4.49	5.17	4.60	3.07	4.12	5.50	4.25	3.94	3.98	4.25	5.50	5.76	2.22



**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 13

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

**-Nigel Farage, the UKIP leader**

**Base: All respondents**

	Voting Intention						Swing Vote	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	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
NET: Any positive	257 26%	53 26%	24 10%	6 11%	105 88%	31 19%	84 21%	87 41%	22 12%	22 17%	139 33%	65 22%
75 to 100	88 9%	7 3%	2 1%	- -	63 53%	5 3%	15 4%	36 17%	7 4%	7 5%	61 15%	12 4%
50 to 74	76 8%	17 8%	8 3%	2 4%	26 22%	14 9%	35 9%	20 10%	8 5%	6 5%	33 8%	25 8%
25 to 49	30 3%	10 5%	5 2%	1 3%	5 4%	4 3%	13 3%	12 6%	3 2%	3 2%	15 4%	10 3%
1 to 24	62 6%	20 10%	9 4%	3 5%	11 9%	7 4%	22 5%	19 9%	4 2%	6 5%	29 7%	18 6%
Neutral	260 26%	42 21%	48 21%	13 23%	12 10%	72 44%	123 31%	31 15%	32 18%	24 18%	59 14%	72 25%
-1 to -24	27 3%	8 4%	10 4%	4 7%	- -	3 2%	16 4%	7 3%	8 5%	4 3%	9 2%	14 5%
-25 to -49	20 2%	5 2%	6 3%	1 1%	- -	4 2%	8 2%	6 3%	3 1%	6 4%	10 2%	5 2%
-50 to -74	60 6%	20 10%	13 6%	6 10%	2 1%	8 5%	26 6%	21 10%	12 7%	6 4%	24 6%	21 7%
-75 to -100	381 38%	73 36%	126 56%	28 49%	1 *	46 28%	140 35%	61 29%	101 57%	73 54%	183 43%	114 39%
NET: Any negative	487 49%	105 53%	155 68%	38 66%	2 2%	60 37%	190 48%	95 45%	124 69%	88 66%	225 53%	154 53%
Mean	-27.66	-31.76	-55.46	-50.09	61.95	-22.03	-28.88	-11.25	-54.09	-48.23	-27.26	-32.88
Standard deviation	64.48	58.37	52.82	50.34	39.49	54.27	57.61	69.31	57.55	61.79	72.84	59.00
Standard error	2.03	4.04	3.52	6.61	3.71	4.20	2.90	4.68	4.35	5.17	3.50	3.46

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 14

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

**-George Osborne, the Chancellor**

**Base: All respondents**

	Gender			Age						Class				Region					NET: Eng-land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1004	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
NET: Any positive	311 31%	162 33%	150 29%	24 20%	47 28%	41 24%	50 28%	52 35%	98 45%	85 31%	88 32%	64 30%	74 31%	80 29%	99 38%	58 24%	54 38%	20 23%	272 31%
75 to 100	57 6%	28 6%	29 6%	3 2%	5 3%	8 5%	9 5%	7 5%	26 12%	13 5%	16 6%	15 7%	13 6%	13 5%	17 6%	6 3%	14 10%	7 8%	46 5%
50 to 74	111 11%	51 10%	60 12%	5 5%	23 14%	9 6%	14 8%	22 15%	36 16%	25 9%	36 13%	22 10%	28 12%	29 11%	38 14%	17 7%	20 14%	6 7%	96 11%
25 to 49	56 6%	31 6%	25 5%	4 3%	4 3%	9 5%	10 6%	12 8%	17 8%	19 7%	14 5%	12 5%	12 5%	14 5%	19 7%	13 5%	6 4%	4 5%	49 6%
1 to 24	88 9%	52 11%	36 7%	12 10%	15 9%	14 9%	17 9%	11 7%	19 9%	29 11%	22 8%	15 7%	21 9%	24 9%	25 10%	22 9%	14 10%	3 3%	81 9%
Neutral	353 35%	144 29%	209 41%	60 50%	67 39%	64 38%	64 36%	48 33%	50 23%	88 32%	96 34%	82 38%	88 37%	103 38%	85 32%	90 37%	43 30%	33 38%	307 35%
-1 to -24	29 3%	14 3%	15 3%	1 1%	8 5%	8 5%	2 1%	3 2%	7 3%	13 5%	5 2%	4 2%	7 3%	5 2%	6 2%	10 4%	5 4%	2 2%	23 3%
-25 to -49	14 1%	13 3%	1 *	5 4%	1 *	1 1%	3 1%	* 1%	3 2%	6 2%	3 1%	1 1%	4 1%	8 3%	3 1%	3 1%	- -	- -	14 2%
-50 to -74	74 7%	39 8%	35 7%	4 4%	14 8%	18 11%	17 9%	9 6%	12 5%	25 9%	25 9%	15 7%	9 4%	19 7%	21 8%	19 8%	8 5%	7 8%	65 8%
-75 to -100	222 22%	118 24%	104 20%	25 21%	34 20%	36 21%	42 24%	35 24%	50 23%	54 20%	63 22%	49 23%	56 24%	58 21%	47 18%	62 26%	32 23%	24 28%	185 21%
NET: Any negative	339 34%	184 38%	155 30%	36 30%	57 33%	64 38%	64 36%	48 32%	71 33%	98 36%	96 34%	70 32%	75 32%	89 33%	78 30%	93 39%	45 32%	33 39%	288 33%
Mean	-12.62	-15.07	-10.29	-17.12	-13.13	-16.62	-17.17	-11.56	-3.73	-12.62	-12.27	-12.66	-13.00	-12.37	-5.46	-21.61	-6.71	-19.68	-12.14
Standard deviation	55.60	56.83	54.35	47.57	51.40	52.75	55.34	57.02	63.19	52.59	56.57	57.70	56.19	54.07	54.87	52.35	60.32	59.99	54.78
Standard error	1.75	2.54	2.42	5.16	4.09	4.22	3.88	4.36	4.16	2.70	3.71	4.63	3.65	3.25	3.39	3.41	5.10	6.36	1.86

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 14

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

**-George Osborne, the Chancellor**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
NET: Any positive	311 31%	114 57%	36 16%	25 43%	49 41%	53 33%	117 29%	128 60%	32 18%	43 32%	154 36%	86 30%
75 to 100	57 6%	29 15%	8 4%	2 3%	6 5%	6 3%	17 4%	31 15%	7 4%	3 2%	34 8%	12 4%
50 to 74	111 11%	47 23%	10 4%	9 16%	16 14%	18 11%	42 10%	49 23%	10 6%	16 12%	57 13%	32 11%
25 to 49	56 6%	14 7%	6 3%	5 9%	11 9%	14 9%	25 6%	19 9%	5 3%	10 7%	24 6%	15 5%
1 to 24	88 9%	24 12%	12 5%	9 15%	17 14%	16 10%	34 9%	28 13%	11 6%	13 10%	39 9%	26 9%
Neutral	353 35%	61 30%	75 33%	16 28%	36 30%	75 46%	162 41%	57 27%	56 31%	25 19%	116 27%	106 36%
-1 to -24	29 3%	5 2%	8 3%	3 5%	- -	7 4%	21 5%	5 2%	7 4%	9 7%	5 1%	15 5%
-25 to -49	14 1%	2 1%	5 2%	1 1%	1 1%	- -	3 1%	2 1%	2 1%	1 1%	10 2%	3 1%
-50 to -74	74 7%	8 4%	33 15%	5 9%	10 9%	9 5%	34 9%	6 3%	25 14%	15 11%	32 8%	30 10%
-75 to -100	222 22%	11 5%	70 31%	8 14%	23 19%	19 11%	61 15%	15 7%	55 31%	40 30%	107 25%	52 18%
NET: Any negative	339 34%	26 13%	115 51%	17 29%	34 28%	35 21%	119 30%	28 13%	90 51%	66 49%	154 36%	99 34%
Mean	-12.62	21.89	-32.03	-3.85	-7.63	-2.15	-8.14	21.14	-30.89	-25.08	-12.22	-11.26
Standard deviation	55.60	46.50	53.08	49.66	54.77	44.11	48.59	48.09	54.18	56.93	60.76	51.33
Standard error	1.75	3.22	3.54	6.52	5.15	3.41	2.45	3.25	4.10	4.76	2.92	3.01

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 15

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

**-Ed Balls, the Shadow Chancellor**

**Base: All respondents**

	Gender			Age						Class				Region					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	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
NET: Any positive	252 25%	108 22%	144 28%	25 21%	43 25%	41 24%	42 23%	34 23%	68 31%	83 31%	62 22%	40 19%	67 28%	67 25%	75 28%	59 25%	34 24%	16 19%	224 26%
75 to 100	45 4%	17 4%	27 5%	3 2%	5 3%	8 5%	5 3%	7 5%	17 8%	19 7%	8 3%	6 3%	11 5%	11 4%	13 5%	13 5%	5 3%	3 4%	39 5%
50 to 74	76 8%	33 7%	43 8%	10 8%	18 10%	15 9%	12 7%	5 4%	16 7%	21 8%	19 7%	13 6%	24 10%	24 9%	18 7%	20 8%	9 6%	6 7%	67 8%
25 to 49	52 5%	22 5%	30 6%	2 2%	8 5%	8 5%	11 6%	11 7%	12 5%	20 7%	11 4%	4 2%	17 7%	7 3%	19 7%	12 5%	11 7%	3 3%	46 5%
1 to 24	79 8%	35 7%	44 8%	10 9%	11 7%	10 6%	14 8%	11 7%	23 10%	23 9%	24 9%	17 8%	15 6%	25 9%	25 9%	15 6%	10 7%	4 5%	71 8%
Neutral	371 37%	162 33%	209 41%	63 52%	79 46%	66 39%	62 35%	50 34%	51 23%	87 32%	112 40%	83 38%	90 38%	104 38%	82 31%	92 38%	56 39%	37 43%	311 36%
-1 to -24	47 5%	32 7%	15 3%	2 2%	8 5%	13 8%	10 6%	5 3%	9 4%	17 6%	14 5%	7 3%	9 4%	13 5%	11 4%	15 6%	9 6%	- -	45 5%
-25 to -49	14 1%	12 2%	2 *	4 3%	2 1%	2 1%	1 1%	1 1%	3 1%	7 3%	4 1%	2 1%	1 1%	7 2%	1 1%	3 1%	3 2%	- -	13 2%
-50 to -74	84 8%	51 10%	33 6%	5 4%	13 7%	16 10%	19 11%	16 11%	16 7%	27 10%	27 10%	21 10%	10 4%	28 10%	23 9%	14 6%	8 6%	11 13%	70 8%
-75 to -100	235 23%	125 25%	111 22%	22 18%	27 16%	30 18%	43 24%	42 29%	72 33%	51 19%	63 22%	63 29%	60 25%	53 19%	71 27%	58 24%	32 23%	22 25%	205 24%
NET: Any negative	381 38%	220 45%	161 31%	32 27%	50 29%	61 36%	74 42%	64 43%	100 46%	102 37%	107 38%	92 43%	80 34%	100 37%	106 40%	90 37%	52 36%	33 38%	333 38%
Mean	-17.75	-23.08	-12.68	-12.02	-9.78	-12.25	-21.74	-25.24	-23.05	-11.36	-19.16	-27.13	-14.89	-15.65	-20.07	-16.13	-16.67	-23.64	-17.58
Standard deviation	53.45	52.61	53.79	45.87	46.21	52.07	52.12	55.42	61.66	53.64	50.59	53.17	55.75	51.17	55.90	54.78	51.40	52.86	53.77
Standard error	1.69	2.35	2.40	4.98	3.68	4.17	3.66	4.24	4.06	2.76	3.31	4.27	3.62	3.07	3.45	3.57	4.34	5.60	1.83

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 15

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

**-Ed Balls, the Shadow Chancellor**

**Base: All respondents**

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
NET: Any positive	252 25%	31 15%	102 45%	20 35%	27 22%	35 21%	103 26%	44 21%	73 41%	39 29%	118 28%	83 29%
75 to 100	45 4%	7 4%	28 12%	1 1%	1 1%	2 2%	11 3%	8 4%	21 12%	5 4%	30 7%	9 3%
50 to 74	76 8%	5 3%	43 19%	5 8%	5 4%	8 5%	30 7%	7 3%	29 16%	8 6%	40 9%	25 8%
25 to 49	52 5%	7 4%	15 7%	9 15%	1 1%	12 7%	28 7%	9 4%	12 6%	12 9%	16 4%	22 7%
1 to 24	79 8%	11 5%	15 7%	6 11%	19 16%	12 7%	35 9%	20 9%	12 7%	14 10%	33 8%	28 10%
Neutral	371 37%	56 28%	85 38%	16 28%	38 32%	84 52%	166 42%	45 21%	63 35%	35 26%	121 29%	104 36%
-1 to -24	47 5%	16 8%	13 6%	4 7%	4 3%	6 4%	27 7%	14 7%	11 6%	12 9%	16 4%	23 8%
-25 to -49	14 1%	3 1%	2 1%	3 4%	- -	3 2%	5 1%	2 1%	- -	5 4%	9 2%	2 1%
-50 to -74	84 8%	26 13%	11 5%	6 10%	15 12%	12 8%	35 9%	27 13%	15 8%	14 11%	43 10%	28 10%
-75 to -100	235 23%	70 35%	14 6%	10 17%	37 31%	22 14%	61 15%	80 38%	17 10%	29 22%	117 28%	50 17%
NET: Any negative	381 38%	114 57%	40 17%	22 38%	55 46%	44 27%	128 32%	124 58%	43 24%	60 45%	184 44%	103 35%
Mean	-17.75	-35.65	14.25	-11.45	-31.89	-10.88	-10.71	-37.03	7.52	-18.80	-20.21	-11.96
Standard deviation	53.45	54.09	46.38	47.17	51.08	42.26	46.11	56.14	50.61	51.09	58.94	48.54
Standard error	1.69	3.74	3.09	6.19	4.80	3.27	2.32	3.79	3.83	4.27	2.84	2.85

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 16

**Q6. Thinking about the coalition government since 2010, made up of Conservatives and Liberal Democrats, do you think the Liberal Democrats have had too much influence over the decisions of the government, or not enough influence, or about the right amount of influence?**

**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	501	503	85	158	156	203	171	231	379	233	155	237	277	262	236	140	89	863
Weighted base	1004	489	515	120	171	169	178	148	219	271	280	215	237	272	262	241	142	87	867
The Lib Dems seem to have too much influence within the coalition government	130 13%	61 13%	68 13%	18 15%	13 8%	17 10%	10 5%	20 14%	52 24%	31 11%	38 14%	18 9%	43 18%	36 13%	31 12%	32 13%	19 13%	12 14%	109 13%
The Lib Dems seem to have the right amount of influence within the coalition government	301 30%	160 33%	141 27%	30 25%	68 40%	43 26%	53 30%	45 31%	62 28%	95 35%	86 31%	62 29%	58 24%	88 32%	86 33%	70 29%	38 27%	20 23%	267 31%
The Lib Dems do not seem to have enough influence within the coalition government	480 48%	237 48%	243 47%	60 50%	69 40%	87 51%	101 57%	70 47%	94 43%	126 46%	135 48%	115 54%	104 44%	128 47%	117 45%	117 49%	71 50%	47 54%	412 47%
Don't know	93 9%	31 6%	61 12%	12 10%	21 12%	22 13%	14 8%	13 9%	11 5%	19 7%	21 8%	19 9%	33 14%	20 7%	29 11%	22 9%	14 10%	8 9%	80 9%

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 16

**Q6. Thinking about the coalition government since 2010, made up of Conservatives and Liberal Democrats, do you think the Liberal Democrats have had too much influence over the decisions of the government, or not enough influence, or about the right amount of influence?**

**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	209	225	58	113	167	395	219	175	143	432	290
Weighted base	1004	201	227	57	120	163	398	213	178	134	423	291
The Lib Dems seem to have too much influence within the coalition government	130 13%	40 20%	22 10%	-	26 22%	16 10%	31 8%	52 24%	16 9%	2 1%	75 18%	23 8%
The Lib Dems seem to have the right amount of influence within the coalition government	301 30%	99 49%	51 22%	18 32%	35 30%	49 30%	123 31%	103 48%	34 19%	42 31%	130 31%	90 31%
The Lib Dems do not seem to have enough influence within the coalition government	480 48%	57 28%	144 64%	37 64%	49 41%	74 45%	214 54%	51 24%	126 71%	88 65%	202 48%	162 56%
Don't know	93 9%	4 2%	10 4%	2 4%	9 8%	24 15%	30 8%	7 3%	3 2%	3 2%	16 4%	15 5%

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

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	589 59%	612 61%
No	415 41%	392 39%



**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

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	669 67%	652 65%
Owned outright - without mortgage	329 33%	331 33%
Owned with a mortgage or loan	340 34%	321 32%
NET: Renters	309 31%	331 33%
Rented from the council	103 10%	141 14%
Rented from a housing association	74 7%	69 7%
Rented from someone else	132 13%	121 12%
Rent free	26 3%	20 2%

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
None	205 20%	211 21%
1	423 42%	422 42%
2	269 27%	281 28%
3+	107 11%	90 9%
Mean	1.33	1.30
Standard deviation	1.04	1.03
Standard error	0.03	0.03

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

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	641 64%	562 56%
Working full time - working 30 hours per week or more	480 48%	442 44%
Working part time - working between 8 and 29 hours per week	161 16%	120 12%
NET: Not Working	363 36%	442 44%
Not working but seeking work or temporarily unemployed or sick	61 6%	84 8%
Not working and not seeking work/ student	53 5%	85 9%
Retired on a state pension only	92 9%	95 9%
Retired with a private pension	132 13%	139 14%
House person, housewife, househusband, etc.	25 2%	38 4%

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 21  
**SEG**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: AB	379 38%	268 27%
A	122 12%	88 9%
B	257 26%	181 18%
C1	233 23%	278 28%
C2	155 15%	219 22%
D	108 11%	97 10%
E	129 13%	141 14%
NET: DE	237 24%	239 24%

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 22

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

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
18-24	85 8%	119 12%
25-34	158 16%	169 17%
35-44	156 16%	169 17%
45-54	203 20%	179 18%
55-64	171 17%	149 15%
65 or older	231 23%	219 22%
Average age	48.81	47.01

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

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	501 50%	492 49%
Female	503 50%	512 51%

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

Absolutes/col percents

Table 24  
**Region**  
**Base: All respondents**

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Scotland	89 9%	90 9%
North East	36 4%	40 4%
North West	112 11%	110 11%
Yorkshire & Humberside	88 9%	90 9%
West Midlands	88 9%	90 9%
East Midlands	72 7%	70 7%
Wales	52 5%	50 5%
Eastern	102 10%	100 10%
London	138 14%	131 13%
South East	139 14%	141 14%
South West	88 9%	90 9%

**Ashcroft National Poll**  
**CATI Fieldwork : 13th - 15th February 2015**

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	219 22%	213 21%
Labour	175 17%	178 18%
Liberal Democrat	143 14%	134 13%
Another party	76 8%	58 6%
Didn't vote	307 31%	343 34%
Refused	51 5%	47 5%
Don't know	33 3%	31 3%