

Ashcroft National Poll

CATI Fieldwork : 27th - 29th March 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	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865	
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866	
Absolutely certain to vote	(10)	594 59%	286 58%	309 60%	45 37%	80 47%	100 59%	105 59%	105 70%	160 74%	179 66%	178 63%	118 54%	120 51%	165 60%	148 57%	142 59%	81 58%	58 65%	508 59%
	(9)	75 7%	38 8%	37 7%	19 16%	17 10%	13 7%	9 5%	8 5%	10 4%	19 7%	20 7%	24 11%	12 5%	28 10%	13 5%	18 7%	8 6%	8 8%	67 8%
	(8)	71 7%	39 8%	33 6%	11 9%	9 5%	10 6%	20 11%	7 5%	14 7%	21 8%	23 8%	11 5%	17 7%	9 3%	23 9%	20 8%	12 9%	7 8%	59 7%
	(7)	38 4%	19 4%	19 4%	9 8%	7 4%	6 4%	6 3%	4 3%	5 3%	7 3%	16 6%	2 1%	13 5%	12 5%	11 4%	10 4%	-	4 5%	33 4%
	(6)	22 2%	11 2%	11 2%	6 5%	2 1%	4 3%	6 3%	-	3 2%	5 2%	6 2%	9 4%	2 1%	7 3%	4 2%	4 2%	6 5%	-	18 2%
	(5)	52 5%	24 5%	29 6%	6 5%	14 8%	14 8%	6 3%	7 4%	6 3%	11 4%	14 5%	10 5%	16 7%	12 5%	19 7%	7 3%	11 8%	3 3%	45 5%
	(4)	8 1%	7 1%	2 *	3 3%	2 1%	1 *	2 1%	1 *	-	2 1%	2 1%	3 1%	2 1%	2 1%	-	2 1%	5 3%	-	8 1%
	(3)	30 3%	8 2%	22 4%	5 4%	15 9%	2 1%	5 3%	4 3%	-	3 1%	2 1%	12 6%	13 6%	7 2%	14 5%	2 1%	3 2%	5 6%	25 3%
	(2)	13 1%	10 2%	4 1%	2 1%	3 2%	1 1%	2 1%	1 1%	4 2%	4 2%	1 *	4 2%	4 2%	3 1%	1 *	4 2%	4 3%	2 2%	11 1%
Definitely would not vote	(1)	93 9%	49 10%	44 8%	14 11%	21 12%	20 12%	15 8%	13 8%	10 5%	16 6%	20 7%	23 11%	34 14%	23 8%	26 10%	31 13%	11 8%	2 2%	85 10%
Refused		1 *	-	1 *	-	1 1%	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	1 *
Don't know		5 1%	1 *	5 1%	-	-	-	2 1%	-	3 1%	-	-	2 1%	3 1%	2 1%	1 *	1 1%	-	1 1%	5 1%
Mean		8.11	8.05	8.17	7.37	7.28	7.98	8.19	8.50	8.95	8.61	8.51	7.78	7.35	8.25	7.91	8.04	7.95	8.70	8.07
Standard deviation		3.00	3.04	2.95	3.11	3.38	3.11	2.90	2.88	2.37	2.60	2.61	3.23	3.43	2.92	3.08	3.17	3.03	2.40	3.04
Standard error		0.09	0.13	0.14	0.34	0.27	0.23	0.21	0.22	0.16	0.13	0.16	0.30	0.22	0.18	0.19	0.20	0.25	0.25	0.10

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

Base: All respondents

		Voting Intention					Swing	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1004	271	263	41	81	148	387	248	219	127	482	288
Weighted base		1004	263	256	45	90	147	403	232	193	146	463	302
Absolutely certain to vote	(10)	594	181	179	31	55	82	201	181	150	97	358	154
		59%	69%	70%	69%	61%	56%	50%	78%	77%	66%	77%	51%
	(9)	75	29	19	5	-	9	47	24	6	15	27	38
		7%	11%	7%	11%	-	6%	12%	10%	3%	10%	6%	13%
	(8)	71	18	18	2	12	14	37	9	12	12	29	29
		7%	7%	7%	4%	14%	10%	9%	4%	6%	8%	6%	9%
	(7)	38	15	9	-	5	3	20	5	7	7	17	18
		4%	6%	3%	-	5%	2%	5%	2%	4%	5%	4%	6%
	(6)	22	5	8	1	2	2	16	1	2	1	6	14
		2%	2%	3%	3%	2%	1%	4%	*	1%	1%	1%	5%
	(5)	52	13	7	-	8	19	43	7	4	5	9	24
		5%	5%	3%	-	9%	13%	11%	3%	2%	4%	2%	8%
	(4)	8	-	2	1	1	2	4	2	-	-	4	2
		1%	-	1%	2%	1%	2%	1%	1%	-	-	1%	1%
	(3)	30	3	9	2	7	2	18	1	2	4	11	18
		3%	1%	4%	5%	8%	1%	5%	1%	1%	3%	2%	6%
	(2)	13	-	4	2	*	7	11	1	1	1	2	5
		1%	-	2%	5%	*	4%	3%	*	*	*	*	2%
Definitely would not vote	(1)	93	-	-	-	-	-	-	-	8	5	-	-
		9%	-	-	-	-	-	-	-	4%	3%	-	-
Refused		1	-	-	-	-	1	-	-	-	-	-	-
		*	-	-	-	-	1%	-	-	-	-	-	-
Don't know		5	-	-	-	-	5	5	1	*	-	-	-
		1%	-	-	-	-	4%	1%	*	*	-	-	-
Mean		8.11	9.19	8.98	8.75	8.40	8.39	8.24	9.47	9.07	8.87	9.30	8.34
Standard deviation		3.00	1.53	1.99	2.48	2.35	2.42	2.37	1.34	2.20	2.21	1.63	2.27
Standard error		0.09	0.09	0.12	0.39	0.26	0.20	0.12	0.09	0.15	0.20	0.07	0.13

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Table 2

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

	Gender			Age						Class				Region					NET: Eng-land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1004	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
Conservative	263 26%	133 27%	130 25%	15 13%	40 23%	50 30%	47 26%	36 24%	75 35%	91 34%	73 26%	59 27%	40 17%	77 28%	89 34%	62 26%	25 18%	11 12%	249 29%
Labour	256 25%	123 25%	133 26%	48 40%	38 22%	34 20%	40 22%	40 27%	57 26%	70 26%	69 25%	50 23%	67 28%	71 26%	54 21%	73 31%	36 26%	21 24%	221 26%
Liberal Democrat	45 5%	21 4%	25 5%	7 6%	9 5%	8 5%	7 4%	4 3%	11 5%	13 5%	20 7%	3 1%	9 4%	14 5%	12 5%	7 3%	9 7%	4 4%	42 5%
SNP	29 3%	16 3%	13 3%	5 4%	2 1%	6 3%	3 1%	10 7%	4 2%	6 2%	8 3%	7 3%	9 4%	-	-	-	-	29 32%	-
Plaid Cymru	10 1%	3 1%	6 1%	-	2 1%	5 3%	1 *	2 1%	-	3 1%	3 1%	2 1%	2 1%	-	-	-	10 7%	-	-
The UK Independence Party	90 9%	51 10%	39 8%	7 6%	15 9%	9 6%	21 12%	15 10%	21 10%	13 5%	28 10%	28 13%	22 9%	23 8%	23 9%	26 11%	15 11%	3 4%	80 9%
The Green Party	58 6%	32 6%	26 5%	16 13%	17 10%	11 6%	4 2%	5 3%	5 3%	21 8%	20 7%	6 3%	11 5%	23 9%	11 4%	6 3%	12 9%	5 6%	52 6%
The British National Party	4 *	3 1%	2 *	-	2 1%	1 *	1 1%	-	-	1 *	-	-	4 2%	1 *	4 1%	-	-	-	4 *
Another party	9 1%	2 *	7 1%	2 2%	-	2 1%	2 1%	2 2%	* *	2 1%	3 1%	-	3 1%	3 1%	1 *	3 1%	2 1%	-	9 1%
Would not vote	93 9%	49 10%	44 8%	14 11%	21 12%	20 12%	15 8%	13 8%	10 5%	16 6%	20 7%	23 11%	34 14%	23 8%	26 10%	31 13%	11 8%	2 2%	85 10%
Refused	45 5%	18 4%	28 5%	1 1%	3 2%	7 4%	14 8%	7 5%	14 6%	13 5%	14 5%	9 4%	10 4%	12 4%	15 6%	10 4%	3 2%	5 6%	40 5%
Don't know	101 10%	41 8%	60 12%	5 5%	21 12%	18 10%	24 14%	15 10%	19 9%	21 8%	24 8%	31 14%	26 11%	26 10%	27 10%	22 9%	17 12%	9 10%	85 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	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
Conservative	263 26%	263 100%	-	-	-	-	100 25%	173 75%	6 3%	19 13%	164 35%	100 33%
Labour	256 25%	-	256 100%	-	-	-	87 22%	7 3%	130 67%	38 26%	169 37%	87 29%
Liberal Democrat	45 5%	-	-	45 100%	-	-	25 6%	3 1%	2 1%	27 19%	21 4%	25 8%
SNP	29 3%	-	-	-	-	-	6 1%	-	5 3%	5 3%	23 5%	6 2%
Plaid Cymru	10 1%	-	-	-	-	-	4 1%	-	1 1%	-	6 1%	4 1%
The UK Independence Party	90 9%	-	-	-	90 100%	-	33 8%	21 9%	14 7%	13 9%	57 12%	33 11%
The Green Party	58 6%	-	-	-	-	-	37 9%	7 3%	7 4%	19 13%	21 5%	37 12%
The British National Party	4 *	-	-	-	-	-	3 1%	1 *	-	1 *	1 *	3 1%
Another party	9 1%	-	-	-	-	-	8 2%	1 *	1 *	2 1%	1 *	8 3%
Would not vote	93 9%	-	-	-	-	-	-	-	8 4%	5 3%	-	-
Refused	45 5%	-	-	-	-	45 31%	-	4 2%	3 2%	2 2%	-	-
Don't know	101 10%	-	-	-	-	101 69%	101 25%	16 7%	17 9%	16 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						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	588	313	275	44	85	101	105	105	148	244	160	62	123	165	144	147	76	56	507	
Weighted base	573	288	285	64	86	93	95	93	143	170	173	112	118	162	141	140	77	53	495	
Conservative	206	104	103	9	31	38	35	30	62	73	57	46	30	63	70	49	17	6	197	
	36%	36%	36%	15%	37%	40%	37%	32%	44%	43%	33%	41%	26%	39%	50%	35%	23%	12%	40%	
Labour	195	91	104	32	26	27	32	30	47	53	55	36	51	54	39	58	28	17	167	
	34%	32%	36%	50%	31%	29%	34%	32%	33%	31%	32%	32%	43%	33%	28%	41%	37%	31%	34%	
Liberal Democrat	34	16	18	5	6	6	5	3	9	9	18	2	5	11	9	6	7	1	33	
	6%	6%	6%	7%	7%	6%	6%	3%	6%	5%	10%	1%	5%	6%	7%	5%	9%	2%	7%	
SNP	23	14	9	4	2	2	2	9	3	5	7	5	6	-	-	-	-	23	-	
	4%	5%	3%	7%	2%	3%	2%	10%	2%	3%	4%	4%	5%	-	-	-	-	43%	-	
Plaid Cymru	7	3	4	-	*	4	*	2	-	2	1	2	2	-	-	-	7	-	-	
	1%	1%	1%	-	*	4%	*	2%	-	1%	*	1%	2%	-	-	-	8%	-	-	
The UK Independence Party	61	35	26	5	6	6	16	12	17	10	20	17	14	18	12	19	9	2	55	
	11%	12%	9%	7%	6%	6%	16%	13%	12%	6%	12%	15%	12%	11%	9%	14%	12%	4%	11%	
The Green Party	42	23	18	8	14	9	3	4	4	16	13	6	7	16	8	5	9	4	37	
	7%	8%	6%	13%	16%	9%	3%	5%	3%	9%	8%	5%	6%	10%	6%	3%	12%	8%	7%	
The British National Party	2	1	1	-	1	*	1	-	-	*	-	-	2	*	2	-	-	-	2	
	*	1%	*	-	1%	*	1%	-	-	*	-	-	1%	*	1%	-	-	-	*	
Another party	5	2	3	*	-	2	*	2	*	2	2	-	1	1	1	3	*	-	5	
	1%	1%	1%	*	-	2%	*	2%	*	1%	1%	-	1%	1%	1%	2%	*	-	1%	

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Table 3

**Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.
How likely are you, personally, to vote at the next election?**

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

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

	Voting Intention						Swing	Vote 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	588	214	203	32	57	-	198	191	155	90	391	198
Weighted base	573	206	195	34	61	-	202	178	136	99	372	202
Conservative	206	206	-	-	-	-	69	148	5	14	138	69
	36%	100%	-	-	-	-	34%	83%	3%	15%	37%	34%
Labour	195	-	195	-	-	-	61	6	109	30	133	61
	34%	-	100%	-	-	-	30%	3%	80%	30%	36%	30%
Liberal Democrat	34	-	-	34	-	-	17	1	1	22	17	17
	6%	-	-	100%	-	-	8%	1%	1%	22%	5%	8%
SNP	23	-	-	-	-	-	5	-	3	4	18	5
	4%	-	-	-	-	-	3%	-	2%	4%	5%	3%
Plaid Cymru	7	-	-	-	-	-	2	-	1	-	5	2
	1%	-	-	-	-	-	1%	-	*	-	1%	1%
The UK Independence Party	61	-	-	-	61	-	16	17	12	10	45	16
	11%	-	-	-	100%	-	8%	9%	9%	10%	12%	8%
The Green Party	42	-	-	-	-	-	27	4	5	17	15	27
	7%	-	-	-	-	-	13%	2%	4%	17%	4%	13%
The British National Party	2	-	-	-	-	-	2	1	-	*	*	2
	*	-	-	-	-	-	1%	*	-	*	*	1%
Another party	5	-	-	-	-	-	4	1	*	2	1	4
	1%	-	-	-	-	-	2%	1%	*	2%	*	2%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	36%
Labour	34%
Liberal Democrat/ Liberal	6%
Scottish National Party/SNP	4%
Plaid Cymru	1%
The UK Independence Party	10%
The Green Party	7%
Other	1%

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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

	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	770	412	358	70	118	135	137	131	179	308	206	84	172	211	190	189	107	73	662
Weighted base	765	383	382	100	126	125	125	115	173	219	224	155	166	211	193	178	108	73	656
Will definitely vote that way	463 61%	244 64%	219 57%	47 47%	55 44%	69 55%	74 59%	82 71%	136 78%	133 60%	126 56%	90 58%	114 69%	116 55%	113 59%	126 71%	61 57%	46 63%	396 60%
Might end up voting differently	302 39%	139 36%	162 43%	54 53%	71 56%	56 45%	51 41%	33 29%	37 22%	87 40%	98 44%	65 42%	52 31%	95 45%	80 41%	52 29%	47 43%	27 37%	260 40%

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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	770	271	263	41	81	-	288	227	189	110	482	288
Weighted base	765	263	256	45	90	-	302	212	165	123	463	302
Will definitely vote that way	463 61%	164 62%	169 66%	21 46%	57 64%	-	-	141 66%	128 78%	57 47%	463 100%	-
Might end up voting differently	302 39%	100 38%	87 34%	25 54%	33 36%	-	302 100%	71 34%	37 22%	66 53%	-	302 100%

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Table 6

Q.5 Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

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	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
<u>Representing Britain in international negotiations</u>																			
David Cameron	567	300	267	70	85	99	100	89	125	174	162	130	102	173	155	132	67	40	509
	56%	61%	52%	58%	50%	58%	56%	59%	58%	65%	60%	57%	60%	63%	59%	55%	48%	45%	59%
Ed Miliband	276	129	148	35	49	42	49	38	63	67	70	53	87	63	64	66	50	34	223
	28%	26%	29%	29%	29%	25%	28%	25%	29%	25%	25%	24%	37%	23%	24%	28%	36%	37%	26%
Neither	102	44	58	9	23	20	17	17	17	20	34	16	32	24	27	25	14	13	82
	10%	9%	11%	8%	14%	12%	9%	11%	8%	8%	12%	7%	14%	9%	11%	10%	10%	15%	10%
Don't know	58	18	40	6	13	10	12	6	11	8	16	19	15	14	16	17	9	3	51
	6%	4%	8%	5%	8%	6%	7%	4%	5%	3%	6%	9%	6%	5%	6%	7%	6%	3%	6%
<u>Making the right decisions even when they are unpopular</u>																			
David Cameron	539	277	262	57	89	95	99	80	118	156	149	129	105	157	157	120	66	38	483
	54%	56%	51%	48%	52%	56%	56%	54%	55%	58%	53%	59%	45%	57%	60%	50%	47%	43%	56%
Ed Miliband	308	142	166	47	49	48	53	43	69	77	85	59	87	80	66	80	50	33	260
	31%	29%	32%	39%	28%	28%	30%	29%	32%	29%	30%	27%	37%	30%	25%	33%	36%	37%	30%
Neither	101	52	49	7	25	18	16	21	14	25	29	20	27	23	27	25	14	12	81
	10%	11%	10%	6%	14%	11%	9%	14%	7%	9%	10%	9%	11%	8%	10%	10%	10%	13%	9%
Don't know	56	20	36	9	9	9	9	5	14	10	18	11	16	12	11	15	10	7	42
	6%	4%	7%	8%	5%	5%	5%	4%	7%	4%	6%	5%	7%	5%	4%	6%	7%	7%	5%
<u>Understanding ordinary people</u>																			
David Cameron	327	166	161	33	53	55	54	45	88	104	76	76	71	101	104	76	30	17	307
	33%	34%	31%	27%	31%	32%	31%	30%	41%	39%	27%	35%	30%	37%	40%	31%	22%	18%	35%
Ed Miliband	453	213	240	63	75	73	79	75	87	119	135	89	110	117	98	107	80	51	374
	45%	43%	47%	52%	44%	43%	45%	50%	40%	44%	48%	41%	47%	43%	38%	45%	57%	57%	43%
Neither	184	98	87	17	35	34	36	27	34	38	60	45	41	44	45	51	24	20	151
	18%	20%	17%	15%	21%	20%	21%	18%	16%	14%	21%	21%	17%	16%	17%	21%	17%	22%	17%
Don't know	39	14	26	7	8	9	7	3	6	7	10	9	13	11	14	6	6	2	33
	4%	3%	5%	6%	4%	5%	4%	2%	3%	3%	4%	4%	5%	4%	5%	3%	4%	2%	4%

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Table 6

Q.5 Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

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
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
<u>Having a clear idea of what they want to achieve</u>																			
David Cameron	506	264	242	59	74	86	98	81	108	159	138	116	94	154	137	116	65	34	455
	50%	54%	47%	49%	43%	51%	55%	54%	50%	59%	49%	53%	40%	56%	53%	48%	46%	38%	53%
Ed Miliband	309	143	166	45	56	47	52	41	70	77	91	51	91	78	67	80	52	33	256
	31%	29%	32%	37%	33%	28%	29%	27%	32%	29%	32%	23%	38%	29%	26%	33%	37%	37%	30%
Neither	125	59	66	8	29	24	20	23	22	24	33	32	36	22	33	36	16	18	100
	12%	12%	13%	6%	17%	14%	11%	15%	10%	9%	12%	14%	15%	8%	13%	15%	11%	20%	12%
Don't know	64	25	40	9	13	13	7	6	17	9	20	20	15	19	24	9	7	5	55
	6%	5%	8%	7%	7%	8%	4%	4%	8%	3%	7%	9%	7%	7%	9%	4%	5%	5%	6%
<u>Being able to lead a team</u>																			
David Cameron	572	295	277	70	96	96	104	82	124	170	161	137	103	170	158	129	70	45	510
	57%	60%	54%	58%	56%	57%	59%	55%	57%	63%	57%	63%	44%	62%	60%	54%	50%	50%	59%
Ed Miliband	276	132	144	33	42	44	51	48	59	67	72	56	81	65	64	71	47	29	228
	27%	27%	28%	28%	24%	26%	29%	32%	27%	25%	26%	26%	34%	24%	25%	29%	34%	32%	26%
Neither	90	43	47	7	25	21	13	12	12	20	28	13	28	17	26	22	15	9	73
	9%	9%	9%	6%	14%	12%	7%	8%	6%	8%	10%	6%	12%	6%	10%	9%	11%	11%	8%
Don't know	66	20	46	10	8	9	10	7	21	12	19	12	23	20	13	19	8	6	54
	7%	4%	9%	8%	5%	5%	6%	5%	10%	4%	7%	5%	10%	7%	5%	8%	6%	7%	6%
<u>Doing the job of Prime Minister overall</u>																			
David Cameron	550	289	261	61	92	101	93	75	127	166	155	128	101	158	163	123	70	36	497
	55%	59%	51%	51%	54%	59%	53%	50%	59%	62%	55%	59%	43%	58%	62%	51%	50%	40%	57%
Ed Miliband	293	133	160	35	51	41	53	49	65	73	73	62	86	68	60	80	50	35	235
	29%	27%	31%	29%	30%	24%	30%	33%	30%	27%	26%	28%	36%	25%	23%	33%	36%	40%	27%
Neither	102	48	54	12	19	17	19	19	15	19	36	16	31	26	23	27	11	15	83
	10%	10%	11%	10%	11%	10%	11%	13%	7%	7%	13%	7%	13%	10%	9%	11%	8%	16%	10%
Don't know	59	21	38	13	8	11	12	6	9	11	18	12	18	21	16	11	8	3	51
	6%	4%	7%	11%	5%	6%	7%	4%	4%	4%	6%	6%	8%	8%	6%	5%	6%	4%	6%

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Table 6

Q.5 Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

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	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
Representing Britain in international negotiations												
David Cameron	567 56%	248 94%	84 33%	34 74%	52 57%	66 45%	249 62%	209 90%	53 27%	83 57%	252 54%	202 67%
Ed Miliband	276 28%	6 2%	156 61%	4 9%	23 25%	26 18%	89 22%	12 5%	124 64%	42 29%	168 36%	71 24%
Neither	102 10%	4 2%	9 3%	6 14%	11 13%	31 21%	38 9%	5 2%	13 7%	13 9%	31 7%	17 6%
Don't know	58 6%	5 2%	8 3%	1 3%	4 4%	23 16%	27 7%	5 2%	5 2%	8 5%	12 2%	11 4%
Making the right decisions even when they are unpopular												
David Cameron	539 54%	249 94%	55 22%	25 54%	48 53%	69 47%	226 56%	205 88%	42 22%	71 49%	249 54%	175 58%
Ed Miliband	308 31%	8 3%	182 71%	10 23%	30 34%	23 16%	104 26%	12 5%	135 70%	48 33%	181 39%	88 29%
Neither	101 10%	1 1%	9 3%	9 21%	8 9%	30 20%	44 11%	8 3%	10 5%	17 12%	22 5%	26 9%
Don't know	56 6%	5 2%	10 4%	1 2%	3 4%	24 16%	29 7%	7 3%	6 3%	10 7%	11 2%	12 4%
Understanding ordinary people												
David Cameron	327 33%	180 68%	23 9%	15 32%	35 39%	30 21%	119 30%	150 65%	18 9%	30 21%	166 36%	99 33%
Ed Miliband	453 45%	44 17%	220 86%	18 39%	30 33%	53 36%	181 45%	42 18%	155 80%	85 58%	230 50%	145 48%
Neither	184 18%	29 11%	10 4%	11 25%	23 25%	48 33%	82 20%	33 14%	19 10%	31 21%	61 13%	48 16%
Don't know	39 4%	10 4%	2 1%	2 4%	2 2%	16 11%	21 5%	7 3%	2 1%	- -	6 1%	10 3%

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Table 6

Q.5 Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...?

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
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>Having a clear idea of what they want to achieve</u>												
David Cameron	506 50%	232 88%	52 20%	24 53%	48 53%	63 43%	210 52%	196 84%	39 20%	74 51%	232 50%	169 56%
Ed Miliband	309 31%	10 4%	187 73%	10 21%	26 29%	26 18%	103 25%	11 5%	132 68%	49 33%	185 40%	84 28%
Neither	125 12%	6 2%	11 4%	9 20%	15 17%	35 24%	54 13%	13 5%	16 8%	20 14%	36 8%	28 9%
Don't know	64 6%	15 6%	5 2%	3 6%	1 1%	22 15%	37 9%	13 5%	6 3%	3 2%	10 2%	20 7%
<u>Being able to lead a team</u>												
David Cameron	572 57%	249 95%	72 28%	27 58%	52 58%	74 50%	246 61%	207 89%	56 29%	84 57%	259 56%	194 64%
Ed Miliband	276 27%	5 2%	165 65%	8 17%	23 26%	26 18%	88 22%	10 5%	120 62%	44 30%	167 36%	69 23%
Neither	90 9%	5 2%	11 4%	6 14%	8 9%	23 16%	36 9%	5 2%	11 6%	10 7%	21 5%	23 8%
Don't know	66 7%	5 2%	8 3%	5 11%	6 7%	24 16%	33 8%	9 4%	7 3%	8 6%	16 3%	15 5%
<u>Doing the job of Prime Minister overall</u>												
David Cameron	550 55%	253 96%	60 23%	32 71%	51 57%	69 47%	244 61%	213 92%	48 25%	77 53%	246 53%	192 64%
Ed Miliband	293 29%	4 2%	180 70%	4 9%	22 24%	27 19%	90 22%	10 4%	127 66%	49 33%	181 39%	72 24%
Neither	102 10%	1 1%	10 4%	7 16%	11 12%	28 19%	38 9%	3 1%	13 7%	16 11%	28 6%	22 7%
Don't know	59 6%	4 2%	6 2%	2 5%	6 6%	22 15%	31 8%	6 3%	4 2%	4 3%	8 2%	16 5%

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Absolutes/col percents

Table 7

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Honest and principled

Base: All respondents

	Gender			Age						Class				Region						NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1004	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865	
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866	
<u>The Labour Party</u>																				
True	483 48%	232 47%	252 49%	70 58%	79 46%	78 46%	78 44%	77 51%	102 47%	137 51%	143 51%	95 44%	108 46%	136 50%	109 42%	117 49%	74 53%	47 53%	408 47%	
Not true	489 49%	252 51%	237 46%	47 39%	88 51%	87 51%	93 52%	70 47%	104 48%	127 47%	131 46%	118 54%	114 48%	125 46%	145 55%	114 47%	64 46%	42 47%	428 49%	
Don't know	31 3%	7 1%	25 5%	3 2%	4 2%	5 3%	7 4%	3 2%	11 5%	4 2%	8 3%	5 2%	14 6%	12 4%	7 3%	10 4%	2 1%	1 1%	30 3%	
<u>The Conservative Party</u>																				
True	396 39%	191 39%	205 40%	57 47%	69 40%	58 34%	59 33%	51 34%	103 48%	129 48%	112 40%	76 35%	80 34%	126 46%	109 42%	81 34%	48 34%	32 36%	354 41%	
Not true	581 58%	294 60%	287 56%	62 52%	98 58%	108 63%	112 63%	95 63%	106 49%	136 51%	164 58%	137 63%	144 61%	137 50%	146 56%	151 63%	90 64%	58 64%	485 56%	
Don't know	27 3%	6 1%	22 4%	1 1%	4 2%	5 3%	6 4%	4 3%	7 3%	4 1%	6 2%	5 2%	12 5%	10 4%	7 3%	8 3%	2 1%	- -	27 3%	
<u>The Liberal Democrats</u>																				
True	379 38%	184 38%	195 38%	47 39%	67 39%	69 40%	62 35%	54 36%	81 37%	125 46%	105 37%	71 32%	78 33%	118 43%	95 36%	85 36%	51 36%	30 33%	335 39%	
Not true	582 58%	294 60%	287 56%	68 56%	100 59%	95 56%	105 59%	92 62%	122 57%	134 50%	166 59%	141 65%	142 60%	139 51%	160 61%	142 59%	83 59%	58 64%	493 57%	
Don't know	44 4%	12 2%	31 6%	6 5%	4 3%	7 4%	11 6%	3 2%	13 6%	10 4%	10 4%	7 3%	16 7%	16 6%	7 3%	13 5%	6 4%	2 2%	38 4%	

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Absolutes/col percents

Table 7

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Honest and principled

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
UKIP																			
True	270 27%	159 32%	111 22%	24 20%	40 24%	33 19%	53 30%	45 30%	74 34%	63 24%	66 23%	77 35%	64 27%	66 24%	79 30%	66 27%	45 32%	15 17%	241 28%
Not true	681 68%	313 64%	368 72%	94 78%	126 74%	131 77%	112 63%	98 66%	120 55%	196 73%	206 73%	127 58%	152 64%	193 71%	174 67%	155 64%	85 60%	75 83%	577 67%
Don't know	53 5%	19 4%	34 7%	2 2%	4 3%	6 3%	12 7%	6 4%	22 10%	9 3%	10 4%	14 7%	20 8%	14 5%	8 3%	20 8%	10 7%	-	48 6%

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Honest and principled

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	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>The Labour Party</u>												
True	483	95	226	17	23	45	195	82	154	77	247	167
	48%	36%	88%	38%	25%	31%	48%	35%	80%	53%	53%	55%
Not true	489	161	27	27	65	89	192	142	37	65	209	128
	49%	61%	10%	59%	73%	61%	48%	61%	19%	45%	45%	42%
Don't know	31	7	3	1	2	12	16	8	2	3	8	6
	3%	3%	1%	3%	2%	8%	4%	4%	1%	2%	2%	2%
<u>The Conservative Party</u>												
True	396	197	59	18	25	43	173	164	41	50	189	142
	39%	75%	23%	40%	28%	29%	43%	71%	21%	34%	41%	47%
Not true	581	62	193	26	65	91	216	62	150	93	268	154
	58%	24%	76%	57%	72%	62%	54%	27%	78%	64%	58%	51%
Don't know	27	5	4	1	-	12	14	6	2	3	5	5
	3%	2%	1%	3%	-	8%	3%	2%	1%	2%	1%	2%
<u>The Liberal Democrats</u>												
True	379	128	85	28	21	49	184	107	58	76	161	150
	38%	49%	33%	60%	23%	33%	46%	46%	30%	52%	35%	50%
Not true	582	124	166	17	67	81	199	116	131	67	290	142
	58%	47%	65%	37%	75%	55%	49%	50%	67%	46%	63%	47%
Don't know	44	11	5	1	2	17	20	9	5	3	13	9
	4%	4%	2%	3%	2%	11%	5%	4%	2%	2%	3%	3%

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Honest and principled

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
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>UKIP</u>												
True	270	84	37	6	67	36	105	84	40	29	132	79
	27%	32%	14%	13%	75%	25%	26%	36%	21%	20%	29%	26%
Not true	681	168	207	39	22	92	272	136	143	114	318	209
	68%	64%	81%	86%	24%	63%	68%	59%	74%	78%	69%	69%
Don't know	53	12	12	1	1	18	25	12	11	3	13	13
	5%	4%	5%	1%	1%	12%	6%	5%	6%	2%	3%	4%

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Table 8

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

A united party

Base: All respondents

	Gender			Age						Class				Region					
	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	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
The Labour Party																			
True	439	217	222	64	83	69	67	63	93	116	127	81	114	124	107	94	72	41	366
	44%	44%	43%	53%	48%	41%	38%	42%	43%	43%	45%	37%	48%	46%	41%	39%	51%	46%	42%
Not true	515	262	252	50	77	96	99	80	112	145	144	120	106	130	141	133	63	48	450
	51%	53%	49%	42%	45%	57%	56%	54%	52%	54%	51%	55%	45%	48%	54%	55%	45%	54%	52%
Don't know	51	11	39	6	11	5	11	6	11	8	10	17	15	19	13	14	5	-	50
	5%	2%	8%	5%	7%	3%	6%	4%	5%	3%	4%	8%	6%	7%	5%	6%	4%	-	6%
The Conservative Party																			
True	435	218	217	49	80	74	69	68	96	138	130	80	88	116	120	103	64	33	380
	43%	44%	42%	41%	47%	43%	39%	45%	44%	51%	46%	37%	37%	43%	46%	43%	46%	37%	44%
Not true	530	262	268	66	81	92	100	77	114	124	145	124	136	143	131	126	73	56	449
	53%	53%	52%	55%	47%	54%	57%	51%	53%	46%	52%	57%	58%	52%	50%	53%	52%	63%	52%
Don't know	39	10	28	5	10	5	8	5	7	6	6	14	12	14	10	12	3	1	37
	4%	2%	6%	4%	6%	3%	4%	3%	3%	2%	2%	7%	5%	5%	4%	5%	2%	1%	4%
The Liberal Democrats																			
True	348	168	181	49	67	66	44	49	73	103	110	62	74	97	98	74	47	33	299
	35%	34%	35%	41%	39%	39%	25%	33%	34%	38%	39%	28%	31%	36%	37%	31%	33%	36%	34%
Not true	603	310	292	62	94	99	123	95	130	151	163	141	148	158	153	150	85	56	518
	60%	63%	57%	52%	55%	58%	69%	64%	60%	56%	58%	65%	63%	58%	58%	63%	61%	63%	60%
Don't know	53	13	40	8	10	6	10	5	14	14	9	16	14	17	11	16	8	1	49
	5%	3%	8%	7%	6%	3%	6%	4%	6%	5%	3%	7%	6%	6%	4%	7%	6%	1%	6%

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A united party

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
UKIP																			
True	382 38%	212 43%	171 33%	56 47%	71 42%	64 38%	60 34%	61 41%	70 33%	97 36%	101 36%	93 43%	91 39%	103 38%	90 35%	88 37%	68 48%	34 37%	325 38%
Not true	558 56%	261 53%	297 58%	57 48%	89 52%	102 60%	104 59%	79 53%	126 58%	156 58%	168 60%	107 49%	127 54%	155 57%	156 60%	134 56%	60 43%	53 59%	488 56%
Don't know	64 6%	18 4%	46 9%	7 5%	10 6%	4 2%	13 8%	9 6%	20 9%	16 6%	13 4%	18 8%	17 7%	15 6%	14 6%	18 8%	12 9%	4 4%	53 6%

Ashcroft National Poll
CATI Fieldwork : 27th - 29th March 2015

Absolutes/col percents

Table 8

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

A united party

Base: All respondents

	Voting Intention						Swing Vote	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	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>The Labour Party</u>												
True	439	77	188	16	30	57	162	67	128	57	228	123
	44%	29%	74%	36%	33%	39%	40%	29%	66%	39%	49%	41%
Not true	515	174	61	29	56	71	209	158	63	79	224	162
	51%	66%	24%	63%	63%	48%	52%	68%	32%	54%	48%	54%
Don't know	51	13	7	1	3	19	32	7	2	9	11	16
	5%	5%	3%	1%	4%	13%	8%	3%	1%	6%	2%	5%
<u>The Conservative Party</u>												
True	435	172	77	14	37	58	183	148	69	51	205	141
	43%	65%	30%	31%	41%	39%	45%	64%	36%	35%	44%	47%
Not true	530	84	173	31	51	71	195	77	122	89	251	152
	53%	32%	68%	67%	57%	49%	48%	33%	63%	61%	54%	50%
Don't know	39	7	5	1	2	17	25	7	2	6	7	9
	4%	2%	2%	1%	3%	12%	6%	3%	1%	4%	2%	3%
<u>The Liberal Democrats</u>												
True	348	92	76	32	24	59	170	78	64	66	139	127
	35%	35%	30%	71%	27%	40%	42%	34%	33%	45%	30%	42%
Not true	603	160	171	11	62	69	205	145	125	73	309	160
	60%	61%	67%	25%	70%	47%	51%	63%	64%	50%	67%	53%
Don't know	53	11	9	2	3	19	28	8	4	7	15	15
	5%	4%	3%	4%	4%	13%	7%	3%	2%	5%	3%	5%

Ashcroft National Poll
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Absolutes/col percents

Table 8

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

A united party

Base: All respondents

	Voting Intention						Swing Vote	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
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>UKIP</u>												
True	382 38%	101 39%	76 30%	11 24%	66 74%	54 37%	179 44%	94 41%	63 32%	58 40%	162 35%	137 45%
Not true	558 56%	148 56%	165 64%	33 73%	20 22%	72 49%	188 47%	127 55%	119 61%	79 54%	283 61%	146 48%
Don't know	64 6%	14 5%	15 6%	2 4%	3 4%	20 14%	36 9%	10 4%	12 6%	8 6%	18 4%	19 6%

Ashcroft National Poll
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Absolutes/col percents

Table 9

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Has clear ideas to deal with Britain's problems

Base: All respondents

	Gender			Age						Class				Region					NET: Eng-land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1004	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
The Labour Party																			
True	493 49%	230 47%	263 51%	79 66%	93 54%	69 40%	82 46%	73 49%	97 45%	136 51%	139 49%	100 46%	118 50%	141 52%	111 43%	114 47%	72 51%	54 60%	411 47%
Not true	477 47%	254 52%	223 43%	38 31%	68 40%	96 56%	88 50%	73 49%	113 52%	127 47%	135 48%	107 49%	107 46%	121 44%	139 53%	117 49%	65 47%	36 40%	421 49%
Don't know	35 3%	7 1%	28 5%	4 3%	10 6%	6 3%	7 4%	3 2%	6 3%	6 2%	8 3%	11 5%	10 4%	11 4%	11 4%	10 4%	3 2%	-	34 4%
The Conservative Party																			
True	546 54%	277 56%	269 52%	70 58%	90 52%	89 52%	94 53%	84 56%	119 55%	168 62%	153 54%	120 55%	105 44%	166 61%	157 60%	122 51%	63 45%	37 42%	488 56%
Not true	426 42%	206 42%	220 43%	48 40%	76 45%	75 44%	75 42%	61 41%	91 42%	94 35%	121 43%	91 42%	121 51%	92 34%	98 37%	108 45%	75 53%	52 58%	346 40%
Don't know	33 3%	8 2%	25 5%	2 2%	5 3%	6 3%	9 5%	5 3%	6 3%	7 3%	8 3%	7 3%	10 4%	14 5%	7 2%	10 4%	2 1%	-	32 4%
The Liberal Democrats																			
True	339 34%	163 33%	176 34%	49 41%	64 37%	56 33%	52 29%	51 34%	69 32%	94 35%	98 35%	80 36%	68 29%	101 37%	96 37%	71 29%	44 32%	27 30%	302 35%
Not true	622 62%	315 64%	307 60%	66 55%	100 58%	107 63%	114 64%	94 63%	141 65%	162 60%	174 62%	127 58%	159 67%	159 58%	154 59%	158 66%	90 64%	61 68%	527 61%
Don't know	43 4%	13 3%	30 6%	6 5%	8 4%	7 4%	12 7%	4 3%	7 3%	13 5%	9 3%	12 5%	9 4%	13 5%	10 4%	11 5%	6 4%	2 3%	37 4%

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Absolutes/col percents

Table 9

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Has clear ideas to deal with Britain's problems

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
UKIP																			
True	330 33%	188 38%	142 28%	45 38%	50 29%	52 31%	54 30%	50 34%	78 36%	75 28%	86 31%	89 41%	79 34%	82 30%	95 36%	83 35%	46 33%	23 26%	290 33%
Not true	627 62%	285 58%	342 67%	69 58%	114 67%	111 65%	110 62%	95 63%	128 59%	186 69%	187 66%	117 53%	137 58%	174 64%	160 61%	144 60%	86 62%	63 70%	539 62%
Don't know	47 5%	18 4%	29 6%	6 5%	7 4%	8 5%	13 7%	4 3%	10 5%	8 3%	8 3%	13 6%	19 8%	16 6%	7 3%	13 5%	7 5%	4 4%	37 4%

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Absolutes/col percents

Table 9

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Has clear ideas to deal with Britain's problems

Base: All respondents

	Voting Intention						Swing Vote	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	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>The Labour Party</u>												
True	493	75	217	23	30	65	192	66	164	69	251	150
	49%	28%	85%	51%	34%	44%	48%	29%	85%	48%	54%	50%
Not true	477	180	36	22	60	65	189	160	28	72	207	143
	47%	68%	14%	48%	66%	44%	47%	69%	14%	50%	45%	47%
Don't know	35	9	2	1	-	17	21	5	1	4	4	9
	3%	3%	1%	1%	-	11%	5%	2%	1%	3%	1%	3%
<u>The Conservative Party</u>												
True	546	229	96	23	34	76	223	195	77	75	261	169
	54%	87%	38%	50%	38%	52%	55%	84%	40%	51%	56%	56%
Not true	426	29	157	22	54	54	163	33	115	68	198	124
	42%	11%	61%	48%	60%	37%	40%	14%	59%	47%	43%	41%
Don't know	33	5	3	1	2	16	17	4	2	3	4	8
	3%	2%	1%	1%	2%	11%	4%	2%	1%	2%	1%	3%
<u>The Liberal Democrats</u>												
True	339	90	72	30	14	62	150	73	58	72	145	109
	34%	34%	28%	65%	15%	42%	37%	31%	30%	49%	31%	36%
Not true	622	163	178	14	74	70	227	154	134	70	309	178
	62%	62%	69%	32%	82%	47%	56%	66%	69%	48%	67%	59%
Don't know	43	10	6	1	2	15	26	5	2	4	9	14
	4%	4%	2%	3%	3%	11%	6%	2%	1%	2%	2%	5%

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Has clear ideas to deal with Britain's problems

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
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>UKIP</u>												
True	330	87	51	10	76	42	137	95	50	42	155	103
	33%	33%	20%	21%	85%	29%	34%	41%	26%	28%	34%	34%
Not true	627	167	198	35	14	86	243	128	138	101	299	187
	62%	64%	77%	77%	15%	59%	60%	55%	72%	69%	64%	62%
Don't know	47	9	7	1	-	19	24	8	5	3	9	12
	5%	3%	3%	1%	-	13%	6%	4%	3%	2%	2%	4%

Ashcroft National Poll
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Absolutes/col percents

Table 10

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Competent and capable

Base: All respondents

	Gender			Age						Class				Region						NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1004	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865	
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866	
<u>The Labour Party</u>																				
True	480	224	256	73	91	81	78	70	86	119	145	99	117	130	106	125	73	45	408	
	48%	46%	50%	61%	53%	48%	44%	47%	40%	44%	51%	45%	50%	48%	41%	52%	52%	51%	47%	
Not true	484	254	230	41	70	84	92	76	121	143	126	104	111	134	143	104	61	43	421	
	48%	52%	45%	34%	41%	49%	52%	51%	56%	53%	45%	48%	47%	49%	55%	43%	43%	48%	49%	
Don't know	40	12	28	6	10	5	7	3	9	7	11	15	7	9	12	12	6	1	37	
	4%	3%	5%	5%	6%	3%	4%	2%	4%	3%	4%	7%	3%	3%	5%	5%	5%	2%	4%	
<u>The Conservative Party</u>																				
True	551	278	274	63	82	98	102	81	125	174	168	106	103	169	148	123	71	41	494	
	55%	57%	53%	52%	48%	58%	57%	54%	58%	65%	60%	49%	44%	62%	57%	51%	50%	46%	57%	
Not true	420	202	218	52	80	67	72	64	85	89	106	101	124	93	105	107	67	48	341	
	42%	41%	42%	44%	47%	39%	40%	43%	39%	33%	38%	46%	53%	34%	40%	45%	48%	54%	39%	
Don't know	33	11	22	5	8	5	4	4	6	6	8	11	8	11	8	11	3	1	31	
	3%	2%	4%	4%	5%	3%	2%	3%	3%	2%	3%	5%	3%	4%	3%	4%	2%	1%	4%	
<u>The Liberal Democrats</u>																				
True	275	149	126	35	52	51	45	34	58	72	87	51	65	82	74	69	30	20	249	
	27%	30%	25%	29%	30%	30%	25%	23%	27%	27%	31%	23%	27%	30%	28%	29%	21%	22%	29%	
Not true	683	327	356	77	110	113	127	110	146	185	185	152	161	179	179	155	104	66	576	
	68%	67%	69%	64%	65%	67%	72%	73%	68%	69%	66%	70%	68%	66%	69%	64%	74%	74%	67%	
Don't know	46	15	32	8	9	6	6	6	12	11	10	15	10	12	8	17	6	3	41	
	5%	3%	6%	7%	5%	3%	3%	4%	6%	4%	3%	7%	4%	4%	3%	7%	5%	4%	5%	

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Table 10

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Competent and capable

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
UKIP																			
True	176 18%	103 21%	73 14%	18 15%	25 15%	24 14%	26 15%	36 24%	48 22%	34 13%	34 12%	47 22%	61 26%	44 16%	50 19%	43 18%	30 22%	9 10%	158 18%
Not true	767 76%	368 75%	399 78%	96 80%	137 80%	141 83%	140 79%	105 70%	147 68%	221 82%	236 84%	157 72%	153 65%	213 78%	204 78%	180 75%	95 68%	74 83%	661 76%
Don't know	61 6%	19 4%	41 8%	6 5%	8 5%	6 3%	11 6%	9 6%	22 10%	14 5%	11 4%	14 7%	22 9%	16 6%	8 3%	17 7%	14 10%	7 7%	47 5%

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Absolutes/col percents

Table 10

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Competent and capable

Base: All respondents

	Voting Intention						Swing Vote	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	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>The Labour Party</u>												
True	480	74	232	19	26	55	195	64	151	74	241	156
	48%	28%	91%	41%	29%	38%	48%	27%	78%	51%	52%	52%
Not true	484	179	21	25	60	75	185	163	43	66	215	133
	48%	68%	8%	55%	67%	51%	46%	71%	22%	45%	47%	44%
Don't know	40	11	3	2	3	16	23	5	-	6	7	13
	4%	4%	1%	4%	4%	11%	6%	2%	-	4%	2%	4%
<u>The Conservative Party</u>												
True	551	239	103	23	38	68	226	201	74	79	269	179
	55%	91%	40%	50%	42%	46%	56%	87%	38%	54%	58%	59%
Not true	420	22	150	22	49	62	160	26	119	63	189	117
	42%	8%	59%	49%	55%	42%	40%	11%	62%	43%	41%	39%
Don't know	33	3	2	1	3	17	17	4	-	5	5	5
	3%	1%	1%	1%	3%	12%	4%	2%	-	3%	1%	2%
<u>The Liberal Democrats</u>												
True	275	80	60	28	17	46	120	72	49	49	123	88
	27%	30%	24%	62%	19%	31%	30%	31%	25%	33%	27%	29%
Not true	683	174	189	15	69	84	259	154	142	92	325	202
	68%	66%	74%	33%	77%	58%	64%	66%	73%	63%	70%	67%
Don't know	46	10	6	2	4	16	24	6	3	5	14	12
	5%	4%	2%	5%	4%	11%	6%	3%	1%	4%	3%	4%

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Table 10

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Competent and capable

Base: All respondents

	Voting Intention						Swing Vote	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
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>UKIP</u>												
True	176 18%	35 13%	25 10%	2 5%	60 67%	16 11%	60 15%	47 20%	30 16%	23 16%	90 20%	47 16%
Not true	767 76%	214 81%	222 87%	41 91%	25 28%	114 77%	313 78%	175 75%	154 80%	118 81%	357 77%	237 79%
Don't know	61 6%	14 5%	9 3%	2 4%	5 5%	17 11%	30 7%	10 4%	9 5%	5 3%	15 3%	18 6%

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Absolutes/col percents

Table 11

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Shares my values

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1004	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
The Labour Party																			
True	475	218	258	81	83	76	79	70	87	131	142	91	112	136	105	113	71	51	394
	47%	44%	50%	67%	49%	45%	44%	47%	40%	49%	50%	42%	47%	50%	40%	47%	51%	57%	45%
Not true	486	259	227	34	79	88	93	74	117	133	129	112	112	122	144	115	67	39	431
	48%	53%	44%	28%	46%	52%	53%	50%	54%	49%	46%	51%	48%	45%	55%	48%	48%	43%	50%
Don't know	43	14	29	5	8	6	5	5	12	5	10	15	12	14	13	13	3	-	41
	4%	3%	6%	4%	5%	4%	3%	3%	6%	2%	4%	7%	5%	5%	5%	5%	2%	-	5%
The Conservative Party																			
True	370	186	183	37	49	71	68	50	94	121	106	75	68	114	115	82	42	18	345
	37%	38%	36%	31%	29%	42%	38%	33%	44%	45%	38%	34%	29%	42%	44%	34%	30%	20%	40%
Not true	592	290	302	79	111	91	104	95	111	141	165	128	157	144	136	144	96	72	481
	59%	59%	59%	66%	65%	54%	58%	64%	51%	53%	59%	59%	67%	53%	52%	60%	69%	80%	56%
Don't know	43	15	28	4	10	7	6	4	11	6	11	15	11	15	10	15	2	-	40
	4%	3%	5%	3%	6%	4%	3%	3%	5%	2%	4%	7%	5%	6%	4%	6%	2%	-	5%
The Liberal Democrats																			
True	343	177	165	50	56	64	54	44	73	99	111	69	64	116	77	74	47	29	306
	34%	36%	32%	42%	33%	38%	31%	30%	34%	37%	39%	32%	27%	42%	29%	31%	33%	33%	35%
Not true	606	297	310	62	103	96	115	100	130	158	159	131	159	140	171	148	88	58	511
	60%	60%	60%	51%	60%	57%	65%	67%	60%	59%	56%	60%	67%	51%	66%	62%	63%	65%	59%
Don't know	55	17	38	8	11	9	8	5	13	12	12	18	13	17	13	18	5	2	48
	5%	3%	7%	7%	7%	6%	5%	3%	6%	4%	4%	8%	5%	6%	5%	7%	4%	2%	6%

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Absolutes/col percents

Table 11

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Shares my values

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
UKIP																			
True	244 24%	137 28%	108 21%	14 12%	28 17%	47 28%	59 33%	39 26%	57 26%	53 20%	55 19%	69 32%	67 28%	63 23%	63 24%	70 29%	37 26%	11 12%	219 25%
Not true	715 71%	336 68%	379 74%	101 84%	133 78%	118 69%	112 63%	109 73%	142 66%	208 77%	218 78%	134 61%	154 66%	197 72%	185 71%	158 66%	101 72%	75 83%	608 70%
Don't know	45 4%	18 4%	27 5%	5 4%	9 5%	6 3%	6 4%	2 1%	17 8%	8 3%	8 3%	15 7%	14 6%	13 5%	13 5%	13 5%	2 2%	4 4%	39 4%

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Absolutes/col percents

Table 11

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Shares my values

Base: All respondents

	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	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>The Labour Party</u>												
True	475	58	238	17	22	58	201	49	155	73	223	164
	47%	22%	93%	38%	24%	40%	50%	21%	80%	50%	48%	54%
Not true	486	197	14	28	66	68	180	175	31	67	229	131
	48%	75%	5%	62%	73%	47%	45%	76%	16%	46%	50%	43%
Don't know	43	8	4	-	2	20	22	7	7	6	10	7
	4%	3%	2%	-	3%	14%	5%	3%	4%	4%	2%	2%
<u>The Conservative Party</u>												
True	370	230	38	7	19	39	149	179	22	42	183	126
	37%	87%	15%	16%	21%	26%	37%	77%	11%	29%	39%	42%
Not true	592	30	214	36	67	86	232	49	164	99	271	169
	59%	11%	84%	80%	75%	58%	57%	21%	85%	68%	59%	56%
Don't know	43	3	4	2	4	22	22	4	8	5	9	6
	4%	1%	2%	4%	5%	15%	6%	2%	4%	4%	2%	2%
<u>The Liberal Democrats</u>												
True	343	96	89	34	13	49	158	74	59	84	144	128
	34%	36%	35%	76%	15%	33%	39%	32%	30%	58%	31%	43%
Not true	606	158	159	10	72	73	214	151	127	55	304	163
	60%	60%	62%	23%	81%	50%	53%	65%	66%	38%	66%	54%
Don't know	55	10	8	1	4	24	31	6	8	6	16	10
	5%	4%	3%	1%	5%	17%	8%	3%	4%	4%	3%	3%

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Absolutes/col percents

Table 11

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Shares my values

Base: All respondents

	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
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>UKIP</u>												
True	244	71	27	3	75	29	97	78	32	21	112	78
	24%	27%	11%	7%	84%	20%	24%	34%	17%	14%	24%	26%
Not true	715	183	223	43	12	99	287	143	152	125	335	218
	71%	70%	87%	93%	14%	68%	71%	62%	79%	86%	72%	72%
Don't know	45	9	6	-	2	18	19	11	9	-	15	5
	4%	4%	2%	-	3%	12%	5%	5%	4%	-	3%	2%

Ashcroft National Poll
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Absolutes/col percents

Table 12

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

On the side of people like me

Base: All respondents

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1004	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
<u>The Labour Party</u>																			
True	513	245	269	89	88	84	77	74	101	133	148	100	133	139	122	124	78	51	432
	51%	50%	52%	74%	52%	50%	44%	50%	47%	49%	53%	46%	56%	51%	47%	52%	55%	57%	50%
Not true	457	235	222	29	72	81	94	71	111	129	125	107	96	120	131	110	60	37	403
	46%	48%	43%	24%	42%	48%	53%	48%	51%	48%	44%	49%	41%	44%	50%	46%	43%	41%	47%
Don't know	33	11	22	3	11	5	6	4	4	7	9	11	7	13	9	7	3	2	31
	3%	2%	4%	3%	7%	3%	3%	3%	2%	3%	3%	5%	3%	5%	3%	3%	2%	2%	4%
<u>The Conservative Party</u>																			
True	370	181	189	34	43	75	73	48	96	114	104	81	71	109	113	81	50	17	340
	37%	37%	37%	28%	25%	44%	41%	32%	44%	42%	37%	37%	30%	40%	43%	34%	36%	19%	39%
Not true	605	302	303	84	117	91	102	98	114	150	169	130	157	154	137	153	89	72	499
	60%	62%	59%	70%	69%	53%	58%	65%	53%	56%	60%	60%	66%	57%	52%	64%	64%	80%	58%
Don't know	29	8	21	3	10	4	2	3	6	5	9	7	8	9	12	6	1	1	27
	3%	2%	4%	2%	6%	2%	1%	2%	3%	2%	3%	3%	3%	3%	4%	3%	1%	1%	3%
<u>The Liberal Democrats</u>																			
True	365	176	188	50	64	72	56	49	73	101	109	78	77	119	88	81	50	28	325
	36%	36%	37%	42%	38%	42%	32%	33%	34%	37%	39%	36%	33%	44%	33%	34%	35%	31%	38%
Not true	595	298	297	62	100	90	113	97	133	155	157	136	147	139	165	147	86	58	503
	59%	61%	58%	52%	58%	53%	64%	65%	61%	58%	56%	62%	62%	51%	63%	61%	61%	65%	58%
Don't know	45	16	28	8	7	8	8	3	10	13	15	4	12	15	9	12	5	4	38
	4%	3%	6%	7%	4%	4%	5%	2%	5%	5%	5%	2%	5%	5%	3%	5%	4%	4%	4%

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Absolutes/col percents

Table 12

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

On the side of people like me

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
UKIP																			
True	289 29%	175 36%	114 22%	25 21%	36 21%	48 28%	63 35%	46 31%	71 33%	59 22%	68 24%	78 36%	85 36%	70 26%	76 29%	83 35%	48 34%	12 13%	262 30%
Not true	675 67%	306 62%	369 72%	94 78%	128 75%	118 69%	104 59%	98 66%	134 62%	201 75%	208 74%	130 60%	137 58%	189 69%	179 68%	146 61%	87 62%	75 84%	572 66%
Don't know	40 4%	10 2%	30 6%	1 1%	7 4%	4 3%	10 6%	5 3%	11 5%	10 4%	6 2%	10 5%	14 6%	13 5%	6 2%	12 5%	5 4%	3 3%	33 4%

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Absolutes/col percents

Table 12

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

On the side of people like me

Base: All respondents

	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	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>The Labour Party</u>												
True	513	67	239	29	28	64	210	56	166	83	251	170
	51%	25%	94%	63%	31%	44%	52%	24%	86%	57%	54%	56%
Not true	457	190	15	15	62	68	173	170	26	56	208	123
	46%	72%	6%	34%	69%	46%	43%	74%	13%	39%	45%	41%
Don't know	33	6	1	2	-	15	20	6	2	7	5	9
	3%	2%	*	3%	-	10%	5%	2%	1%	5%	1%	3%
<u>The Conservative Party</u>												
True	370	216	33	18	25	48	148	176	21	47	187	117
	37%	82%	13%	39%	28%	32%	37%	76%	11%	32%	40%	39%
Not true	605	41	222	27	65	84	240	50	170	95	272	180
	60%	16%	87%	60%	72%	57%	60%	21%	88%	65%	59%	60%
Don't know	29	6	1	1	-	15	14	6	2	4	4	5
	3%	2%	*	1%	-	10%	4%	3%	1%	3%	1%	2%
<u>The Liberal Democrats</u>												
True	365	86	106	35	11	64	178	68	65	94	162	127
	36%	33%	42%	78%	13%	44%	44%	29%	33%	65%	35%	42%
Not true	595	164	143	10	77	66	206	154	123	52	289	163
	59%	62%	56%	22%	86%	45%	51%	66%	64%	35%	62%	54%
Don't know	45	13	7	-	1	16	19	10	6	-	13	12
	4%	5%	3%	-	1%	11%	5%	4%	3%	-	3%	4%

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Absolutes/col percents

Table 12

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

On the side of people like me

Base: All respondents

	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
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>UKIP</u>												
True	289 29%	79 30%	37 14%	7 16%	75 84%	36 25%	109 27%	84 36%	50 26%	29 20%	137 30%	81 27%
Not true	675 67%	177 67%	211 83%	38 84%	15 16%	95 65%	276 69%	138 60%	138 71%	115 79%	315 68%	213 71%
Don't know	40 4%	8 3%	8 3%	- -	- -	15 10%	18 4%	10 4%	5 3%	2 1%	11 2%	7 2%

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Absolutes/col percents

Table 13

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Willing to take tough decisions for the long term

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1004	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
The Labour Party																			
True	498 50%	234 48%	265 52%	79 66%	99 58%	83 49%	80 45%	68 46%	89 41%	120 45%	145 52%	110 50%	123 52%	132 48%	123 47%	117 49%	72 52%	53 59%	418 48%
Not true	467 46%	246 50%	220 43%	36 30%	66 39%	84 49%	88 50%	75 50%	118 55%	140 52%	128 45%	98 45%	101 43%	125 46%	126 48%	114 48%	65 47%	36 40%	411 47%
Don't know	39 4%	11 2%	29 6%	5 4%	6 3%	4 2%	9 5%	6 4%	9 4%	9 3%	9 3%	11 5%	11 5%	16 6%	12 4%	8 4%	2 2%	1 1%	37 4%
The Conservative Party																			
True	646 64%	325 66%	321 63%	76 63%	105 61%	109 64%	113 64%	96 65%	147 68%	193 72%	193 69%	149 68%	112 47%	187 69%	172 66%	154 64%	83 59%	51 57%	571 66%
Not true	326 32%	159 32%	167 33%	39 32%	60 35%	57 33%	57 32%	48 32%	65 30%	70 26%	82 29%	62 29%	112 47%	75 28%	81 31%	79 33%	52 37%	39 43%	265 31%
Don't know	32 3%	6 1%	25 5%	5 4%	6 4%	4 3%	7 4%	5 3%	4 2%	6 2%	6 2%	7 3%	12 5%	11 4%	8 3%	7 3%	5 4%	- -	30 3%
The Liberal Democrats																			
True	343 34%	177 36%	167 32%	52 44%	71 41%	61 36%	50 28%	45 30%	65 30%	98 37%	111 40%	72 33%	61 26%	108 40%	78 30%	82 34%	40 29%	35 39%	301 35%
Not true	609 61%	298 61%	311 61%	60 50%	91 53%	100 59%	118 67%	100 67%	140 65%	156 58%	157 56%	133 61%	163 69%	149 55%	170 65%	142 59%	96 68%	51 57%	518 60%
Don't know	52 5%	16 3%	35 7%	8 6%	9 6%	10 6%	9 5%	4 3%	11 5%	14 5%	13 5%	13 6%	12 5%	15 6%	14 5%	16 7%	4 3%	3 4%	47 5%

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Absolutes/col percents

Table 13

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Willing to take tough decisions for the long term

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
UKIP																			
True	326 32%	187 38%	139 27%	50 41%	62 36%	50 29%	56 31%	43 29%	66 31%	71 26%	78 28%	101 46%	76 32%	90 33%	80 31%	87 36%	50 35%	20 22%	291 34%
Not true	613 61%	280 57%	333 65%	67 56%	104 61%	110 65%	105 59%	99 66%	128 59%	179 67%	189 67%	103 47%	143 60%	164 60%	162 62%	138 58%	80 57%	68 76%	520 60%
Don't know	65 6%	23 5%	41 8%	4 3%	5 3%	10 6%	17 9%	8 5%	22 10%	19 7%	14 5%	14 6%	17 7%	18 7%	19 7%	15 6%	10 7%	2 2%	55 6%

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Absolutes/col percents

Table 13

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Willing to take tough decisions for the long term

Base: All respondents

	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	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>The Labour Party</u>												
True	498	67	219	25	35	64	202	50	154	87	243	159
	50%	25%	86%	55%	39%	44%	50%	22%	80%	59%	52%	53%
Not true	467	190	35	18	54	64	183	172	37	55	210	138
	46%	72%	14%	40%	60%	44%	45%	74%	19%	37%	45%	46%
Don't know	39	6	1	2	2	19	18	10	2	5	10	5
	4%	2%	*	5%	2%	13%	4%	4%	1%	3%	2%	2%
<u>The Conservative Party</u>												
True	646	244	128	28	46	93	280	203	99	108	294	217
	64%	93%	50%	61%	51%	63%	69%	88%	51%	74%	64%	72%
Not true	326	14	127	15	42	39	104	22	93	36	165	78
	32%	5%	50%	34%	47%	27%	26%	10%	48%	25%	36%	26%
Don't know	32	5	1	2	2	15	19	6	1	2	4	7
	3%	2%	*	5%	2%	10%	5%	3%	*	1%	1%	2%
<u>The Liberal Democrats</u>												
True	343	86	77	37	15	61	169	69	53	84	135	127
	34%	33%	30%	82%	17%	42%	42%	30%	27%	58%	29%	42%
Not true	609	163	175	7	73	65	206	150	136	56	314	163
	61%	62%	68%	16%	81%	44%	51%	65%	70%	38%	68%	54%
Don't know	52	15	4	1	2	20	28	13	5	6	14	12
	5%	6%	2%	2%	2%	14%	7%	6%	2%	4%	3%	4%

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Absolutes/col percents

Table 13

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Willing to take tough decisions for the long term

Base: All respondents

	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
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>UKIP</u>												
True	326	82	52	5	78	44	148	89	46	33	133	112
	32%	31%	20%	10%	86%	30%	37%	38%	24%	22%	29%	37%
Not true	613	168	195	38	6	80	224	128	136	103	310	174
	61%	64%	76%	84%	7%	55%	56%	55%	70%	71%	67%	58%
Don't know	65	13	9	3	6	22	31	15	11	10	19	15
	6%	5%	3%	6%	7%	15%	8%	7%	6%	7%	4%	5%

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Absolutes/col percents

Table 14

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Reasonable and sensible

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1004	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
<u>The Labour Party</u>																			
True	568 57%	272 55%	296 58%	94 78%	104 61%	102 60%	93 52%	71 47%	104 48%	148 55%	170 61%	118 54%	132 56%	154 57%	138 53%	140 58%	75 54%	60 67%	477 55%
Not true	402 40%	211 43%	191 37%	22 18%	60 35%	63 37%	78 44%	75 50%	104 48%	113 42%	101 36%	95 44%	92 39%	103 38%	118 45%	90 38%	61 43%	30 33%	357 41%
Don't know	34 3%	9 2%	26 5%	4 3%	7 4%	5 3%	7 4%	3 2%	8 4%	8 3%	10 3%	5 2%	11 5%	15 6%	5 2%	10 4%	4 3%	- -	31 4%
<u>The Conservative Party</u>																			
True	537 53%	267 54%	271 53%	71 59%	78 46%	94 55%	101 57%	78 52%	115 53%	163 61%	166 59%	113 52%	96 41%	164 60%	155 59%	119 49%	62 44%	37 42%	481 56%
Not true	439 44%	217 44%	222 43%	47 39%	87 51%	71 42%	72 41%	68 45%	93 43%	100 37%	109 39%	100 46%	131 55%	97 36%	104 40%	109 45%	77 55%	52 58%	358 41%
Don't know	28 3%	7 1%	21 4%	2 2%	6 3%	5 3%	4 2%	3 2%	8 4%	6 2%	7 3%	5 2%	9 4%	11 4%	2 1%	13 5%	2 1%	- -	27 3%
<u>The Liberal Democrats</u>																			
True	468 47%	232 47%	236 46%	67 56%	71 42%	91 54%	84 47%	65 44%	89 41%	137 51%	149 53%	92 42%	91 39%	138 51%	121 46%	108 45%	62 44%	40 44%	410 47%
Not true	495 49%	246 50%	249 49%	46 38%	94 55%	72 42%	87 49%	80 54%	115 53%	118 44%	123 44%	119 55%	134 57%	119 44%	136 52%	119 49%	75 53%	47 52%	421 49%
Don't know	41 4%	13 3%	28 6%	7 6%	6 3%	7 4%	6 3%	4 2%	12 5%	14 5%	10 3%	7 3%	11 5%	16 6%	4 2%	14 6%	4 3%	3 4%	35 4%

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Absolutes/col percents

Table 14

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Reasonable and sensible

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
UKIP																			
True	210 21%	123 25%	87 17%	20 17%	31 18%	31 18%	36 20%	35 24%	57 26%	44 16%	49 17%	58 26%	60 25%	51 19%	56 22%	56 23%	38 27%	9 11%	187 22%
Not true	746 74%	353 72%	392 76%	96 80%	134 78%	133 78%	131 74%	112 75%	140 65%	216 80%	220 78%	154 71%	156 66%	206 76%	194 74%	172 72%	93 67%	80 89%	638 74%
Don't know	48 5%	14 3%	34 7%	4 3%	6 3%	7 4%	10 6%	3 2%	19 9%	9 3%	13 4%	6 3%	20 8%	16 6%	11 4%	12 5%	9 6%	1 1%	41 5%

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Absolutes/col percents

Table 14

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Reasonable and sensible

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>The Labour Party</u>												
True	568	102	246	27	32	63	239	80	173	89	277	196
	57%	39%	96%	59%	36%	43%	59%	35%	90%	61%	60%	65%
Not true	402	152	10	17	56	68	144	144	18	56	181	96
	40%	58%	4%	38%	63%	47%	36%	62%	9%	38%	39%	32%
Don't know	34	9	1	1	1	15	20	7	2	1	4	10
	3%	3%	*	3%	1%	10%	5%	3%	1%	1%	1%	3%
<u>The Conservative Party</u>												
True	537	241	93	25	39	73	229	196	65	76	256	181
	53%	91%	36%	55%	43%	50%	57%	84%	33%	52%	55%	60%
Not true	439	18	162	20	49	60	160	32	128	69	204	114
	44%	7%	63%	44%	54%	41%	40%	14%	66%	47%	44%	38%
Don't know	28	4	1	1	2	14	14	4	1	2	3	6
	3%	2%	*	1%	3%	9%	4%	2%	*	1%	1%	2%
<u>The Liberal Democrats</u>												
True	468	137	111	36	30	74	217	103	82	92	202	166
	47%	52%	43%	78%	34%	50%	54%	44%	42%	63%	44%	55%
Not true	495	118	141	9	58	59	167	121	107	54	249	125
	49%	45%	55%	20%	64%	40%	41%	52%	56%	37%	54%	42%
Don't know	41	9	5	1	2	14	19	8	4	-	12	10
	4%	4%	2%	1%	2%	10%	5%	3%	2%	-	3%	3%

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Absolutes/col percents

Table 14

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Reasonable and sensible

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>UKIP</u>												
True	210 21%	49 19%	27 10%	4 8%	69 77%	26 18%	81 20%	60 26%	34 18%	19 13%	101 22%	61 20%
Not true	746 74%	202 77%	226 88%	38 85%	19 21%	103 70%	298 74%	159 69%	153 79%	122 83%	349 75%	229 76%
Don't know	48 5%	12 5%	4 2%	3 7%	2 2%	18 12%	24 6%	12 5%	6 3%	5 3%	12 3%	11 4%

Ashcroft National Poll

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Absolutes/col percents

Table 15

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

It's heart is in the right place

Base: All respondents

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1004	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
The Labour Party																			
True	651 65%	302 62%	349 68%	89 74%	113 66%	112 66%	118 67%	97 65%	122 56%	179 66%	187 66%	139 64%	146 62%	173 64%	148 57%	163 68%	97 69%	70 78%	547 63%
Not true	323 32%	179 37%	144 28%	27 23%	55 32%	52 30%	54 30%	49 33%	87 40%	85 32%	87 31%	70 32%	81 34%	86 32%	105 40%	71 30%	41 29%	19 22%	291 34%
Don't know	30 3%	9 2%	21 4%	4 3%	3 2%	7 4%	5 3%	3 2%	7 3%	5 2%	7 3%	9 4%	9 4%	13 5%	8 3%	6 3%	2 2%	- -	29 3%
The Conservative Party																			
True	472 47%	232 47%	240 47%	59 49%	63 37%	83 49%	83 47%	72 48%	112 52%	140 52%	148 53%	97 44%	88 37%	131 48%	136 52%	108 45%	61 44%	36 40%	421 49%
Not true	503 50%	250 51%	253 49%	58 48%	104 61%	81 48%	90 51%	73 49%	98 45%	126 47%	124 44%	114 52%	138 59%	129 47%	119 45%	125 52%	77 55%	54 60%	417 48%
Don't know	29 3%	9 2%	20 4%	4 3%	4 3%	6 4%	5 3%	4 3%	6 3%	3 1%	9 3%	7 3%	10 4%	13 5%	7 3%	7 3%	2 1%	- -	28 3%
The Liberal Democrats																			
True	538 54%	266 54%	272 53%	59 49%	94 55%	102 60%	100 57%	79 53%	103 48%	165 61%	161 57%	112 51%	100 42%	155 57%	137 53%	124 52%	73 52%	48 54%	473 55%
Not true	425 42%	211 43%	213 42%	54 45%	73 43%	61 36%	70 39%	66 44%	101 47%	94 35%	108 38%	97 45%	125 53%	103 38%	115 44%	103 43%	64 46%	40 44%	355 41%
Don't know	42 4%	14 3%	28 6%	7 6%	3 2%	7 4%	7 4%	5 3%	12 5%	10 4%	12 4%	9 4%	11 5%	15 5%	9 3%	13 6%	3 2%	2 2%	38 4%

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Absolutes/col percents

Table 15

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

It's heart is in the right place

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
UKIP																			
True	367 37%	207 42%	159 31%	28 23%	53 31%	55 32%	74 42%	63 42%	94 44%	78 29%	86 31%	109 50%	93 40%	92 34%	104 40%	101 42%	50 36%	19 22%	327 38%
Not true	595 59%	269 55%	326 63%	88 74%	115 67%	109 64%	94 53%	81 54%	108 50%	182 68%	185 66%	98 45%	130 55%	169 62%	148 57%	128 53%	82 59%	67 75%	505 58%
Don't know	43 4%	15 3%	28 5%	4 3%	4 2%	7 4%	9 5%	6 4%	14 6%	9 3%	11 4%	11 5%	12 5%	12 4%	9 4%	11 5%	7 5%	3 3%	34 4%

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Absolutes/col percents

Table 15

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

It's heart is in the right place

Base: All respondents

	Voting Intention						Swing Vote	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	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>The Labour Party</u>												
True	651	137	245	28	44	87	272	113	173	109	308	217
	65%	52%	96%	60%	50%	59%	67%	49%	90%	75%	67%	72%
Not true	323	119	11	17	45	45	116	111	20	37	150	79
	32%	45%	4%	37%	50%	31%	29%	48%	10%	25%	32%	26%
Don't know	30	8	1	1	*	15	16	8	1	-	5	5
	3%	3%	*	3%	*	10%	4%	3%	*	-	1%	2%
<u>The Conservative Party</u>												
True	472	229	70	17	32	60	194	192	45	60	229	152
	47%	87%	27%	38%	36%	41%	48%	83%	23%	41%	50%	50%
Not true	503	31	186	27	57	69	193	36	148	85	231	146
	50%	12%	73%	59%	63%	47%	48%	16%	77%	58%	50%	48%
Don't know	29	3	1	1	1	18	17	3	1	1	3	4
	3%	1%	*	3%	1%	12%	4%	1%	*	1%	1%	1%
<u>The Liberal Democrats</u>												
True	538	166	125	35	29	86	238	132	90	114	241	180
	54%	63%	49%	76%	33%	59%	59%	57%	47%	78%	52%	60%
Not true	425	90	125	9	59	43	145	92	98	31	210	115
	42%	34%	49%	19%	66%	30%	36%	40%	51%	21%	45%	38%
Don't know	42	7	6	2	1	17	19	7	5	1	12	7
	4%	3%	2%	5%	1%	12%	5%	3%	3%	1%	3%	2%

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Table 15

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

It's heart is in the right place

Base: All respondents

	Voting Intention						Swing Vote	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
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>UKIP</u>												
True	367 37%	109 41%	57 22%	8 17%	84 93%	53 36%	143 35%	108 47%	57 29%	35 24%	172 37%	105 35%
Not true	595 59%	146 55%	192 75%	35 78%	5 6%	77 52%	236 59%	116 50%	131 68%	107 74%	281 61%	186 62%
Don't know	43 4%	9 3%	7 3%	2 5%	1 1%	17 11%	24 6%	8 3%	5 3%	3 2%	10 2%	10 3%

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Absolutes/col percents

Table 16

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Stands for fairness

Base: All respondents

	Gender			Age						Class				Region						NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1004	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865	
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866	
The Labour Party																				
True	634	306	327	105	116	110	96	88	118	172	188	124	149	179	148	156	87	64	540	
	63%	62%	64%	88%	68%	65%	54%	59%	55%	64%	67%	57%	63%	66%	57%	65%	62%	72%	62%	
Not true	332	177	155	14	46	55	73	58	87	93	84	83	73	77	103	76	51	25	289	
	33%	36%	30%	11%	27%	32%	41%	39%	40%	34%	30%	38%	31%	28%	39%	32%	36%	28%	33%	
Don't know	38	7	31	1	9	6	8	3	11	4	10	11	14	17	10	9	3	-	37	
	4%	1%	6%	1%	5%	3%	5%	2%	5%	1%	4%	5%	6%	6%	4%	4%	2%	-	4%	
The Conservative Party																				
True	382	184	198	45	50	68	67	49	104	119	108	83	73	118	116	78	39	31	345	
	38%	38%	39%	37%	29%	40%	38%	33%	48%	44%	38%	38%	31%	43%	44%	33%	28%	35%	40%	
Not true	587	300	287	73	113	97	103	97	106	146	164	124	153	139	136	155	99	58	488	
	58%	61%	56%	60%	66%	57%	58%	65%	49%	54%	58%	57%	65%	51%	52%	65%	70%	65%	56%	
Don't know	34	6	28	2	8	6	8	3	7	4	10	11	10	16	10	7	2	-	34	
	3%	1%	6%	2%	5%	3%	5%	2%	3%	1%	3%	5%	4%	6%	4%	3%	2%	-	4%	
The Liberal Democrats																				
True	522	265	258	76	89	104	79	72	103	166	161	103	93	164	140	114	61	44	464	
	52%	54%	50%	63%	52%	61%	44%	48%	48%	62%	57%	47%	39%	60%	54%	47%	43%	49%	54%	
Not true	438	218	220	37	78	58	90	71	103	91	108	108	130	90	116	112	76	44	362	
	44%	44%	43%	31%	46%	34%	51%	47%	48%	34%	38%	50%	55%	33%	44%	47%	54%	49%	42%	
Don't know	44	8	36	7	4	7	8	7	11	12	13	7	13	18	6	15	3	2	40	
	4%	2%	7%	6%	2%	4%	5%	5%	5%	5%	5%	3%	5%	7%	2%	6%	2%	2%	5%	

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Table 16

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Stands for fairness

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
UKIP																			
True	272 27%	153 31%	119 23%	26 22%	43 25%	44 26%	49 27%	41 27%	71 33%	52 19%	71 25%	84 38%	65 27%	67 25%	72 28%	79 33%	42 30%	12 13%	247 29%
Not true	680 68%	320 65%	360 70%	91 75%	122 71%	121 71%	116 66%	103 69%	127 59%	205 76%	200 71%	122 56%	153 65%	187 69%	178 68%	148 62%	90 64%	76 85%	574 66%
Don't know	52 5%	18 4%	34 7%	4 3%	6 3%	6 4%	12 7%	5 4%	19 9%	12 4%	10 4%	12 6%	18 8%	18 7%	11 4%	13 5%	8 6%	2 2%	44 5%

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Absolutes/col percents

Table 16

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Stands for fairness

Base: All respondents

	Voting Intention						Swing Vote	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	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>The Labour Party</u>												
True	634	125	249	28	41	82	268	103	173	100	304	212
	63%	48%	97%	62%	46%	56%	67%	44%	90%	69%	66%	70%
Not true	332	131	5	17	49	42	115	123	18	39	153	86
	33%	50%	2%	38%	54%	28%	28%	53%	10%	27%	33%	29%
Don't know	38	7	2	-	-	23	20	6	2	7	6	4
	4%	2%	1%	-	-	16%	5%	2%	1%	4%	1%	1%
<u>The Conservative Party</u>												
True	382	207	42	19	25	45	153	174	33	45	192	122
	38%	78%	16%	41%	28%	31%	38%	75%	17%	31%	41%	41%
Not true	587	52	213	27	63	81	231	52	160	94	265	176
	58%	20%	83%	59%	70%	55%	57%	22%	83%	64%	57%	58%
Don't know	34	5	2	-	1	21	19	6	1	7	6	3
	3%	2%	1%	-	1%	14%	5%	2%	1%	4%	1%	1%
<u>The Liberal Democrats</u>												
True	522	152	122	39	27	83	241	129	84	102	225	182
	52%	58%	48%	86%	30%	57%	60%	56%	43%	70%	49%	61%
Not true	438	103	127	6	62	45	142	94	104	41	225	113
	44%	39%	50%	13%	69%	31%	35%	41%	54%	28%	49%	37%
Don't know	44	9	6	1	1	19	20	9	5	3	13	7
	4%	3%	3%	1%	1%	13%	5%	4%	3%	2%	3%	2%

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Table 16

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

Stands for fairness

Base: All respondents

	Voting Intention						Swing Vote	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
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>UKIP</u>												
True	272	71	33	7	78	36	108	76	41	24	123	81
	27%	27%	13%	15%	87%	25%	27%	33%	21%	16%	27%	27%
Not true	680	183	215	39	9	86	275	145	146	116	326	214
	68%	69%	84%	85%	10%	59%	68%	62%	76%	80%	70%	71%
Don't know	52	9	7	-	3	24	21	11	6	6	14	7
	5%	3%	3%	-	4%	16%	5%	5%	3%	4%	3%	2%

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Absolutes/col percents

Table 17

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

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

Base: All respondents

	Gender			Age						Class				Region						NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land		
Unweighted base	1004	524	480	84	154	182	190	169	225	378	263	119	244	270	252	249	141	92	865	
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866	
<u>The Labour Party</u>																				
True	395	185	210	56	70	63	60	58	88	99	108	81	107	104	95	99	57	39	334	
	39%	38%	41%	46%	41%	37%	34%	39%	41%	37%	38%	37%	45%	38%	37%	41%	41%	43%	39%	
Not true	573	296	277	61	95	102	112	88	115	162	161	132	119	157	157	131	80	48	500	
	57%	60%	54%	51%	56%	60%	63%	59%	53%	60%	57%	60%	50%	58%	60%	54%	57%	54%	58%	
Don't know	36	10	26	3	6	5	6	4	13	8	12	5	10	11	9	10	3	3	32	
	4%	2%	5%	3%	3%	3%	3%	3%	6%	3%	4%	2%	4%	4%	3%	4%	2%	3%	4%	
<u>The Conservative Party</u>																				
True	418	206	212	45	68	67	72	71	95	109	124	98	88	116	116	90	63	34	369	
	42%	42%	41%	37%	40%	39%	41%	48%	44%	40%	44%	45%	37%	43%	44%	38%	45%	37%	43%	
Not true	548	275	273	72	98	96	97	75	110	152	145	115	136	145	135	141	74	54	464	
	55%	56%	53%	60%	57%	57%	55%	50%	51%	56%	52%	53%	58%	53%	52%	59%	53%	60%	54%	
Don't know	37	9	28	3	6	7	8	4	10	8	12	5	12	12	11	9	3	3	34	
	4%	2%	5%	3%	3%	4%	4%	3%	5%	3%	4%	2%	5%	4%	4%	4%	2%	3%	4%	
<u>The Liberal Democrats</u>																				
True	289	139	150	36	42	47	43	46	74	87	73	61	68	91	67	67	39	25	254	
	29%	28%	29%	30%	25%	28%	24%	31%	34%	32%	26%	28%	29%	33%	26%	28%	28%	28%	29%	
Not true	663	336	328	80	124	114	124	99	123	167	196	149	150	167	182	154	98	62	566	
	66%	68%	64%	66%	72%	67%	70%	67%	57%	62%	70%	68%	64%	61%	70%	64%	70%	69%	65%	
Don't know	52	16	36	5	5	10	10	4	19	14	12	8	17	14	12	19	3	3	46	
	5%	3%	7%	4%	3%	6%	6%	3%	9%	5%	4%	4%	7%	5%	5%	8%	2%	4%	5%	

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Absolutes/col percents

Table 17

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

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

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Weighted base	1004	491	513	120	171	170	177	149	216	269	282	218	236	273	261	240	140	90	866
UKIP																			
True	583 58%	311 63%	272 53%	71 59%	86 50%	96 57%	105 59%	102 69%	123 57%	158 59%	166 59%	130 59%	130 55%	173 63%	139 53%	139 58%	86 62%	46 52%	511 59%
Not true	379 38%	170 35%	209 41%	46 39%	81 47%	68 40%	65 37%	41 27%	79 36%	101 37%	107 38%	83 38%	88 37%	89 33%	113 43%	87 36%	49 35%	41 46%	319 37%
Don't know	42 4%	10 2%	32 6%	3 3%	4 2%	6 4%	8 4%	6 4%	15 7%	11 4%	8 3%	5 2%	18 7%	11 4%	10 4%	14 6%	5 3%	2 2%	37 4%

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Table 17

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

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

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1004	271	263	41	81	148	387	248	219	127	482	288
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>The Labour Party</u>												
True	395	61	185	16	17	47	147	59	133	48	208	114
	39%	23%	72%	34%	19%	32%	36%	25%	69%	33%	45%	38%
Not true	573	193	66	27	73	87	242	167	57	96	245	181
	57%	73%	26%	60%	81%	60%	60%	72%	30%	66%	53%	60%
Don't know	36	9	5	3	-	12	14	6	4	2	10	7
	4%	3%	2%	6%	-	8%	3%	2%	2%	1%	2%	2%
<u>The Conservative Party</u>												
True	418	172	85	18	23	53	168	145	58	63	202	133
	42%	65%	33%	40%	25%	36%	42%	62%	30%	43%	44%	44%
Not true	548	83	162	25	67	82	221	82	129	81	248	161
	55%	32%	63%	55%	75%	56%	55%	35%	67%	56%	54%	53%
Don't know	37	8	9	3	-	12	14	5	6	2	13	8
	4%	3%	4%	6%	-	8%	4%	2%	3%	1%	3%	3%
<u>The Liberal Democrats</u>												
True	289	80	68	30	9	48	130	67	51	59	122	96
	29%	30%	27%	65%	10%	33%	32%	29%	26%	41%	26%	32%
Not true	663	172	177	13	79	81	250	154	136	81	323	195
	66%	65%	69%	29%	88%	55%	62%	67%	70%	56%	70%	65%
Don't know	52	11	11	3	2	18	23	10	7	5	18	11
	5%	4%	4%	6%	2%	12%	6%	4%	4%	4%	4%	4%

Ashcroft National Poll
CATI Fieldwork : 27th - 29th March 2015

Absolutes/col percents

Table 17

Q.6 Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of that party.

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

Base: All respondents

	Voting Intention						Swing Vote	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
Weighted base	1004	263	256	45	90	147	403	232	193	146	463	302
<u>UKIP</u>												
True	583	176	123	25	81	81	247	164	99	86	275	190
	58%	67%	48%	56%	90%	55%	61%	71%	51%	59%	59%	63%
Not true	379	78	126	19	9	50	141	58	88	59	173	107
	38%	30%	49%	41%	10%	34%	35%	25%	46%	40%	37%	36%
Don't know	42	9	7	1	-	15	15	10	6	1	14	4
	4%	3%	3%	3%	-	10%	4%	4%	3%	1%	3%	1%

Ashcroft National Poll
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Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Yes	603 60%	612 61%
No	401 40%	392 39%

Ashcroft National Poll
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Absolutes/col percents

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

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Owners	652 65%	652 65%
Owned outright - without mortgage	308 31%	331 33%
Owned with a mortgage or loan	344 34%	321 32%
NET: Renters	326 32%	331 33%
Rented from the council	90 9%	141 14%
Rented from a housing association	78 8%	56 6%
Rented from someone else	158 16%	135 13%
Rent free	26 3%	20 2%

Ashcroft National Poll
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Absolutes/col percents

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

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
None	213 21%	211 21%
1	408 41%	422 42%
2	279 28%	281 28%
3+	104 10%	90 9%
Mean	1.34	1.32
Standard deviation	1.13	1.13
Standard error	0.04	0.04

Ashcroft National Poll
CATI Fieldwork : 27th - 29th March 2015

Absolutes/col percents

Table 21
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: Working	625 62%	562 56%
Working full time - working 30 hours per week or more	501 50%	442 44%
Working part time - working between 8 and 29 hours per week	124 12%	120 12%
NET: Not Working	379 38%	442 44%
Not working but seeking work or temporarily unemployed or sick	53 5%	64 6%
Not working and not seeking work/ student	54 5%	81 8%
Retired on a state pension only	81 8%	80 8%
Retired with a private pension	165 16%	175 17%
House person, housewife, househusband, etc.	26 3%	41 4%

Ashcroft National Poll
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Absolutes/col percents

Table 22
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
NET: AB	378 38%	268 27%
A	119 12%	88 9%
B	259 26%	180 18%
C1	263 26%	278 28%
C2	119 12%	219 22%
D	118 12%	111 11%
E	126 13%	128 13%
NET: DE	244 24%	239 24%

Ashcroft National Poll
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Absolutes/col percents

Table 23

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
18-24	84 8%	119 12%
25-34	154 15%	169 17%
35-44	182 18%	169 17%
45-54	190 19%	179 18%
55-64	169 17%	149 15%
65 or older	225 22%	219 22%
Average age	48.51	47.02

Ashcroft National Poll
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Absolutes/col percents

Table 24
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Male	524 52%	492 49%
Female	480 48%	512 51%

Ashcroft National Poll
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Absolutes/col percents

Table 25
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1004	1004
Weighted base	1004	1004
Scotland	92 9%	90 9%
North East	39 4%	40 4%
North West	114 11%	110 11%
Yorkshire & Humberside	96 10%	90 9%
West Midlands	83 8%	90 9%
East Midlands	70 7%	70 7%
Wales	47 5%	50 5%
Eastern	99 10%	100 10%
London	127 13%	131 13%
South East	143 14%	141 14%
South West	94 9%	90 9%

Ashcroft National Poll
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Absolutes/col percents

Table 26

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

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1004	1004
Weighted base	1004	1004
Conservative	248 25%	232 23%
Labour	219 22%	193 19%
Liberal Democrat	127 13%	146 15%
Another party	74 7%	63 6%
Didn't vote	271 27%	304 30%
Refused	36 4%	36 4%
Don't know	29 3%	30 3%