

THE ASHCROFT NATIONAL POLL

27 MAY 2014

1,000 adults were interviewed by telephone between 23 – 25 May 2014. Results have been weighted to be representative of all adults in Great Britain. Half of the interviews were conducted by landline and half by mobile phone. Results are weighted by recalled past vote at the last general election and stated likelihood to turn out at the next. A proportion of those who don't know or refuse to say how they will vote are re-allocated to the party they voted for at the 2010 general election. Full data tables are available at www.LordAshcroftPolls.com.

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

[Changes since 16-18 May]

Conservative	29% [-]
Labour	31% [-4]
Liberal Democrats	8% [-1]
UKIP	17% [+3]
Others	16% [+4]

2. The next general election will take place on May 7th 2015, just under a year from now. When the general election comes, will you definitely vote [for the party you named] or might you end up voting differently?

%	ALL	Con voters	Lab voters	LD voters	UKIP voters
Will definitely vote that way	52	54	58	41	54
Might end up voting differently	48	46	42	59	46

3. Would you say you were moving towards or away from ... ?

%	ALL			SWING VOTERS*		
	Towards	Away	Neither	Towards	Away	Neither
The Conservative Party	19	54	28	18	58	24
The Labour Party	23	49	28	22	53	25
The Liberal Democrats	8	59	32	10	63	27
UKIP	30	41	29	34	44	22

* "Swing voters" are defined here as those saying they do not know how they will vote or that they may yet change their mind.

4. Thinking about the state of Britain's economy and the amount the government spends and borrows, which of these statements comes closest to your view, even if you don't completely agree with any of them?

	ALL VOTERS	Con voters	Lab voters	LD voters	UKIP voters	Swing voters
The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years	41	69	22	58	37	38
While a period of austerity was needed to fix the national economy, we don't need another five years of cuts in government spending	25	27	30	21	22	32
Austerity and cuts in government spending were never really needed to fix the national economy, it was just used as an excuse to cut public services	34	4	48	21	41	30