

THE ASHCROFT NATIONAL POLL

12 MAY 2014

1,001 adults were interviewed by telephone between 9 – 11 May 2014. Results have been weighted to be representative of all adults in Great Britain. Full data tables are available at www.LordAshcroftPolls.com.

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

Conservative	34%
Labour	32%
Liberal Democrats	9%
UKIP	15%
Others	11%

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	48	48	53	39	53
Might end up voting differently	52	52	47	61	47

3. How positive or negative do 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?

Mean score	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
LABOUR PARTY	-0.26	-30.28	55.04	2.25	-20.76	1.77
David Cameron	-3.88	54.41	-34.08	-0.95	-26.54	-2.36
George Osborne	-6.69	29.14	-30.61	1.06	-6.25	-1.94
CONSERVATIVE PARTY	-7.82	53.29	-42.78	-12.55	-27.05	-5.68
Ed Miliband	-8.83	-32.78	-31.23	-5.32	-25.62	-10.72
Ed Balls	-13.49	-28.47	9.00	-2.37	-22.33	-12.53
LIBERAL DEMOCRATS	-16.11	-16.39	-24.06	49.50	-34.84	-10.88
UKIP	-17.34	-22.28	-48.54	-27.40	64.35	-16.95
Nigel Farage	-19.30	-26.31	-45.90	-27.40	57.21	-18.90
Nick Clegg	-19.74	-16.16	-26.97	33.89	-38.02	-16.49

* "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 you and your family's personal circumstances, which of these statements comes closest to your view even if you don't completely agree with any of them?

%	ALL	Con	Lab	Lib Dem	UKIP	Swing voters
The economy is still not recovering from the recession	21	9	24	15	24	19
The economy is recovering from the recession and I am feeling better off as a result	12	23	6	17	8	11
The recovery is recovering from the recession but I do not feel any better off	46	42	55	41	55	51
The recession did not really make me any worse off in the first place	20	26	15	26	13	19

5. 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?

<i>The Lib Dems seem to have...</i> %	ALL	Con	Lab	Lib Dem	UKIP	Swing voters
... too much influence within the coalition govt	17	35	9	2	28	15
...the right amount of influence	31	46	22	30	32	34
...not enough influence	42	15	64	62	32	43
Don't know	10	5	5	5	8	8