

THE ASHCROFT NATIONAL POLL

2 JUNE 2014

1,000 adults were interviewed by telephone between 30 May – 1 June 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 23-25 May]

Conservative	25% [-4]
Labour	34% [+3]
Liberal Democrats	6% [-2]
UKIP	19% [+2]
Others	15% [-1]

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	50	51	62	34	47
Might end up voting differently	50	49	38	66	53

3. Thinking about Britain's economy – including things like jobs, wages, prices, taxes and interest rates– how do you think the British economy will fare over the next year for the country as a whole / for you and your family?

	ALL	Con voters	Lab voters	Lib Dem voters	UKIP voters	Swing voters*
Country as a whole						
Very well	4	9	6	5	3	4
Quite well	54	77	54	65	56	55
Quite badly	30	11	32	15	30	31
Very badly	7	1	6	8	10	5
Me and my family						
Very well	6	7	7	11	4	6
Quite well	58	79	60	60	57	59
Quite badly	26	12	24	24	26	28
Very badly	6	1	8	5	11	4

* "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 back to the time of the last general election, in 2010, would you say the country as a whole is / you and your family are better off now than in 2010, or worse off, or about the same?

	ALL	Con voters	Lab voters	Lib Dem voters	UKIP voters	Swing voters
Country as a whole						
Better off now than in 2010	24	50	16	34	22	26
About the same	32	30	31	20	29	29
Worse off now than in 2010	43	19	53	46	49	44
Me and my family						
Better off now than in 2010	20	38	16	26	15	20
About the same	44	47	43	40	37	44
Worse off now than in 2010	36	16	40	35	47	36

5. Imagine that since 2010 we had had a Labour government, rather than a coalition between the Conservatives and the Liberal Democrats. Do you think the country as a whole / you and your family would be better off than it is now if we had had a Labour government since 2010?

	ALL	Con voters	Lab voters	Lib Dem voters	UKIP voters	Swing voters
Country as a whole						
Better off if we'd had Lab govt	24	4	53	33	14	24
About the same	36	14	37	29	37	37
Worse off if we'd had Lab govt	34	79	6	36	47	33
Me and my family						
Better off if we'd had Lab govt	25	6	54	29	15	23
About the same	40	17	39	33	39	42
Worse off if we'd had Lab govt	31	73	5	33	43	29