

## THE ASHCROFT NATIONAL POLL 9 JUNE 2014

1,003 adults were interviewed by telephone between 6 – 8 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](http://www.LordAshcroftPolls.com).

**1. If there were a general election tomorrow, which party would you vote for?**  
[Changes since 30 May – 1 June]

Conservative	28% [+3]
Labour	32% [-2]
Liberal Democrats	8% [+2]
UKIP	17% [-2]
Others	15% [-] (inc. Greens 7%)

**2. The next general election will take place on May 7<sup>th</sup> 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	56	57	35	50
Might end up voting differently	50	44	43	65	50

**3. Which of the following do you think is the most important issue facing Britain as a whole / you and your family? And which is the second most important? And the third?**

% naming in top three		Britain
1	Getting the economy growing and creating jobs	58
2	Improving the NHS	55
3	Controlling immigration	44
4	Improving schools	35
5	Reforming welfare to cut benefit dependency	21
6	Dealing with crime	18
7	Cutting the deficit and the debt	18
8	Protecting the environment	16
9	Defending Britain's interests in Europe	13
10	Something else	7

% naming in top three		Me/family
1	Improving the NHS	57
2	Getting the economy growing and creating jobs	56
3	Improving schools	41
4	Controlling immigration	30
5	Dealing with crime	26
6	Protecting the environment	22
7	Reforming welfare to cut benefit dependency	18
8	Cutting the deficit and the debt	15
9	Defending Britain's interests in Europe	11
10	Something else	6

**4. With our economy facing challenges in the months ahead, whom do you most trust to manage the economy in the best interests of Britain – David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?**

	ALL	Con voters	Lab voters	Lib Dem voters	UKIP voters	Swing voters*
Cameron & Osborne	43	89	24	64	56	45
Miliband & Balls	25	2	61	23	15	21
Neither/Don't know	32	8	14	13	29	34

\* Those who say they don't know how they will vote or may switch from their current party before the election.