

THE ASHCROFT NATIONAL POLL

23 JUNE 2014

1,006 adults were interviewed by telephone between 20 – 22 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 13 – 15 June]

Conservative	28% [-1]
Labour	33% [-2]
Liberal Democrats	9% [+1]
UKIP	17% [+2]
Others	14% [+1] (inc. Greens 7%)

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	53	59	63	37	51
Might end up voting differently	47	41	37	63	49

3. 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 each party.

%	Conservatives	Labour	Lib Dems	UKIP
Honest and principled	31	<u>38</u>	29	30
A united party	34	35	21	<u>42</u>
Has clear ideas to deal with Britain's problems	<u>41</u>	34	22	35
Competent and capable	<u>42</u>	37	20	25
Shares my values	31	<u>41</u>	26	29
On the side of people like me	31	<u>41</u>	28	33
Willing to take tough decisions for the long term	<u>50</u>	39	24	36
Reasonable and sensible	44	<u>46</u>	36	27
It's heart is in the right place	38	<u>52</u>	43	39
Stands for fairness	32	<u>50</u>	42	30
Says things that need to be said that other parties are scared to say	32	33	26	<u>57</u>