

THE ASHCROFT NATIONAL POLL

30 JUNE 2014

1,006 adults were interviewed by telephone between 27 – 29 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 20 – 22 June]

Conservative	33% [+5]
Labour	31% [-2]
Liberal Democrats	9% [-]
UKIP	15% [-2]
Others	12% [-2] (inc. Greens 6%)

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	46	53	48	33	49
Might end up voting differently	54	47	52	67	51

3. Which of the following would you most like to see as the outcome of the next general election?

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Conservative government	25	77	3	6	35	23
Con-Lib Dem coalition	9	14	4	28	10	11
Labour-Lib Dem coalition	8	2	12	42	4	12
Labour government	32	1	80	17	25	29
Don't know	26	6	2	7	27	25

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

4. What, if anything, do you think would be different about Britain today if Labour had won the last election and we had had a Labour government since 2010, instead of a Conservative-Lib Dem coalition? If we still had a Labour government, do you think each of the following would be better, worse, or no different from the way they are now?

%	Would be better	Would be no different	Would be worse
The country's borrowing and debt	12	40	42
The impact of spending cuts	27	43	24
The unemployment rate	21	46	27
The overall state of the economy	17	41	36
The issue of managing migration into Britain	17	48	29
The problem of some people living on benefits when they are able to work	17	43	34
Public services like the NHS	31	48	16
The crime rate	13	67	15