

THE ASHCROFT NATIONAL POLL

7 JULY 2014

1,005 adults were interviewed by telephone between 4 – 6 July 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 27 – 29 June]

Conservative	27% (-6)
Labour	34% (+3)
Liberal Democrats	11% (+2)
UKIP	15% (-)
Others	14% (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	52	59	59	38	54
Might end up voting differently	48	41	41	62	46

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	-4.50	-34.25	52.74	-4.51	-38.95	-3.43
David Cameron	-8.47	52.87	-29.56	0.84	-16.83	-1.59
George Osborne	-11.00	30.50	-33.03	-7.26	-11.82	-7.80
CONSERVATIVE PARTY	-11.78	56.45	-42.82	-6.02	-18.96	-5.48
Ed Miliband	-14.41	-43.76	36.51	-11.66	-44.48	-15.55
Ed Balls	-14.83	-25.76	7.15	-8.77	-33.76	-14.87
LIBERAL DEMOCRATS	-23.04	-22.72	-26.69	36.49	-51.21	-15.98
UKIP	-19.62	-21.71	-42.85	-45.54	61.22	-17.48
Nigel Farage	-22.28	-20.13	-45.63	-48.71	56.72	-19.06
Nick Clegg	-27.03	-20.33	-31.47	23.50	-56.02	-20.34

* "Swing voters" do not know how they will vote or say they may yet change their mind.

4. When it comes to the future of Britain and the way it is governed over the next few years, which of the following statements comes closest to your view?

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters
Things have been difficult for a few years but the right decisions are being made, even if they are not always popular, and we need to continue on the path and see things through	49	90	29	68	34	54
The decisions made over the last few years have made things in Britain worse, not better, and we need a radical change of direction	51	10	71	32	66	46