

## THE ASHCROFT NATIONAL POLL

### 14 JULY 2014

1,000 adults were interviewed by telephone between 11 – 13 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](http://www.LordAshcroftPolls.com).

#### 1. If there were a general election tomorrow, which party would you vote for?

[Changes since 4 – 6 July]

Conservative	32% (+5)
Labour	36% (+2)
Liberal Democrats	7% (-4)
UKIP	14% (-1)
Others	12% (-2) (inc. Greens 6%)

#### 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	46	48	52	23	53
Might end up voting differently	54	52	48	77	47

#### 3. Overall, would you say Britain is going in the right direction or the wrong direction?

% [change since 16-18 May]	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Right direction	39 (-5)	72	36	55	23	40
Wrong direction	53 (+4)	24	56	42	76	52

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

#### 4. Here is a list of things about the economy that some people have said concern them at the moment. Which three are of most concern to you?

% naming in top three	ALL	Men	Women
Rising prices	41	36	46
Trouble finding a job	31	30	32
The level of the country's debts	30	34	26
Low interest rates for savings	30	31	30
Job insecurity	29	27	31
Trouble finding somewhere affordable to live	27	24	30
The chance that interest rates may rise	22	23	22
Problems getting credit from a bank for a mortgage or personal loan	18	19	17
Big loans or credit card debts	8	7	10
Difficulty making mortgage payments	8	6	9
Problems getting credit from a bank for business	7	10	4
None of the above	6	7	6