

THE ASHCROFT NATIONAL POLL

21 JULY 2014

1,007 adults were interviewed by telephone between 18 – 20 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 11 – 13 July]

Conservative	27% (-5)
Labour	35% (-1)
Liberal Democrats	7% (-)
UKIP	17% (+3)
Green	7% (+1)
Others	7%

2. The next general election will take place on May 7th 2015. 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	56	59	42	58
Might end up voting differently	48	44	41	58	42

3. Would you say you were moving towards or away from ...

%	Conservatives		Labour		Lib Dems		UKIP	
	All	Swing*	All	Swing*	All	Swing*	All	Swing*
Moving towards	17	15	26	27	7	11	25	25
Neither towards nor away	29	28	28	27	30	27	29	23
Moving away	54	57	46	46	62	62	46	52

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

4. Which of the following do you think would make the best Prime Minister?

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters
David Cameron	34	88	10	35	27	38
Ed Miliband	24	-	59	16	15	20
Nick Clegg	9	4	10	34	7	11

5. Here are some things 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:

% [change since 20-22 June]	Conservatives	Labour	Lib Dems	UKIP
Has a good team of leaders	38	33	22	27
Represents the whole country, not just some types of people	28	37	26	28
Competent and capable	43 (+1)	39 (+2)	21 (+1)	23 (-2)
Has clear ideas to deal with Britain's problems	39 (-2)	38 (+4)	23 (+1)	32 (-3)
On the side of people like me	32 (+1)	43 (+2)	28 (-)	32 (-1)