

# THE ASHCROFT NATIONAL POLL

## 28 JULY 2014

1,000 adults were interviewed by telephone between 25 – 27 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 18 – 20 July]

Conservative	32% (+5)
Labour	34% (-1)
Liberal Democrats	9% (+2)
UKIP	14% (-3)
Green	6% (-1)
Others	6% (-1)

2. The next general election will take place on May 7<sup>th</sup> 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	56	57	63	36	66	
Might end up voting differently	44	43	37	64	34	

3. Thinking about Britain's economy – including things like jobs, wages, prices, taxes and interest rates – how do you think the British economy will fare over the next year for the country as a whole / for you and your family?

% (change since 1 June)	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
<b>Country as a whole</b>						
Very well	8 (+4)	16 (-7)	8 (+2)	2 (-3)	5 (+2)	6 (+2)
Quite well	59 (+5)	76 (-1)	52 (-2)	76 (+11)	51 (-5)	67 (+12)
Quite badly	23 (-7)	5 (-6)	30 (-2)	17 (+2)	34 (+4)	21 (-10)
Very badly	7 (-)	1 (-)	7 (+1)	3 (-5)	9 (-1)	4 (-1)
<b>Me and my family</b>						
Very well	8 (+2)	10 (+3)	8 (+1)	2 (-9)	6 (+2)	7 (+1)
Quite well	60 (+2)	80 (+1)	56 (-4)	77 (+17)	49 (-8)	63 (+4)
Quite badly	24 (-2)	6 (-6)	26 (+2)	18 (-6)	36 (+10)	24 (-4)
Very badly	5 (-1)	0 (-1)	7 (-1)	2 (-3)	8 (-3)	2 (-2)

\* "Swing voters" don't know how they will vote or may change their mind.

4. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or if you think they are equally likely under a government of either party?

% saying more likely under...	Cons	Lab	Equally
A significant fall in immigration to the UK	<u>34</u>	11	49
Higher taxes for people like you	<u>34</u>	24	39
Strong economic growth, with more jobs and higher incomes	<u>31</u>	23	43
Higher unemployment	25	23	48
An increase in the country's borrowing and debt	14	<u>41</u>	41
Lower crime rates	18	15	63
More houses being built	19	<u>32</u>	46
Action to tackle the rising cost of living	19	<u>37</u>	41
Action to move people from welfare benefits into work	<u>45</u>	17	35
Action to tackle tax avoidance by rich individuals and companies	17	<u>43</u>	36
Improvements in the NHS	14	<u>41</u>	41
Higher standards in schools	25	25	46
Strikes by trade unions	27	<u>32</u>	36
Lower gas and electricity bills	12	<u>29</u>	55
A referendum on whether Britain should remain a member of the EU	<u>44</u>	15	37