

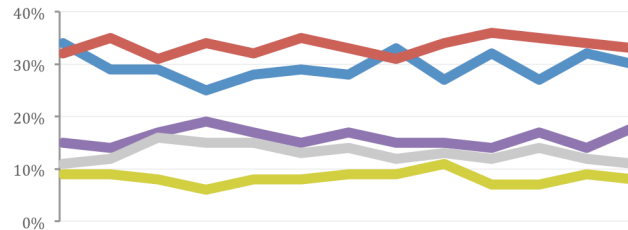
## THE ASHCROFT NATIONAL POLL 4 AUGUST 2014

1,002 adults were interviewed by telephone between 1 – 3 August 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 25 – 27 July]

Conservative	30% (-2)
Labour	33% (-1)
Liberal Democrats	8% (-1)
UKIP	18% (+4)
Green	6% (-)
Others	5% (-1)



Ashcroft National Poll, 12 May-4 August

### 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	51	55	60	27	48
Might end up voting differently	49	45	40	73	52

### 3. [SAMPLE A] With our economy facing serious problems and challenges in the months ahead, who do you most trust to manage the economy over the next few years in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

[SAMPLE B] Now that the recession is over and the economy is recovering, who do you most trust to manage the economy over the next few years in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters
<i>"...with the economy facing serious problems and challenges..."</i>						
Cameron & Osborne	45	89	20	52	68	51
Miliband & Balls	28	5	66	20	17	20
Don't know	27	6	14	28	16	29
<i>"...now the recession is over and the economy is recovering..."</i>						
Cameron & Osborne	48	93	25	37	48	51
Miliband & Balls	29	4	65	31	29	26
Don't know	23	3	10	32	23	22

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