

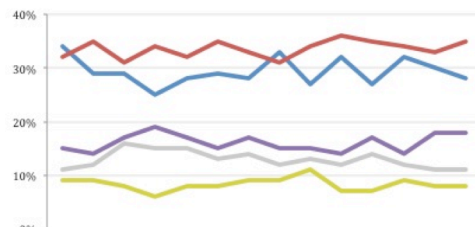
THE ASHCROFT NATIONAL POLL

8 SEPTEMBER 2014

1,001 adults were interviewed by telephone between 5 and 7 September 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 1 – 3 August]

Conservative	28% [-2]
Labour	35% [+2]
Liberal Democrats	8% [-]
UKIP	18% [-]
Green	6% [-]
Others	5% [-]



Ashcroft National Poll: May-Sept 2014

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	48	49	52	32	56
Might end up voting differently	52	51	48	68	44

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 (changes since 12 May)	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
LABOUR PARTY	-6.34 (-6.08)	-32.55	44.49	6.93	-37.97	-5.91
David Cameron	-9.27 (-5.39)	48.75	-27.03	-5.79	-27.43	-6.49
George Osborne	-12.74 (-6.05)	23.43	-29.89	-9.36	-19.32	-9.79
CONSERVATIVE PARTY	-11.73 (-3.91)	52.27	-37.00	-4.29	-28.48	-9.47
Ed Miliband	-13.24 (-4.41)	-37.54	27.50	-5.88	-36.86	-12.87
Ed Balls	-17.24 (-3.75)	-30.13	3.15	-7.58	-33.95	-15.14
LIBERAL DEMOCRATS	-24.35 (-8.24)	-17.14	-26.26	40.37	-50.66	-17.28
UKIP	-18.69 (-1.35)	-24.86	-42.56	-51.96	66.35	-21.66
Nigel Farage	-18.98 (+0.32)	-27.59	-40.77	-48.44	63.58	-23.07
Nick Clegg	-25.83 (-6.09)	-13.80	-30.80	33.96	-53.06	-18.34

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

4. Thinking about you and your family's personal circumstances, which of these statements comes closest to your view even if you don't completely agree with any of them?

% (changes since 12 May)	ALL	Con	Lab	LD	UKIP	Swing voters
The economy is still not recovering from the recession	19 (-2)	7	18	23	24	15
The economy is recovering from the recession and I am feeling better off as a result	12 (-)	22	10	16	7	11
The economy is recovering from the recession but I do not feel any better off	51 (+5)	52	56	51	54	56
The recession did not really make me any worse off in the first place	19 (-1)	18	17	10	16	18