

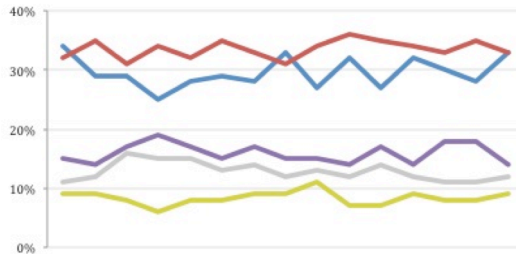
## THE ASHCROFT NATIONAL POLL 15 SEPTEMBER 2014

1,004 adults were interviewed by telephone between 12 and 14 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](http://www.LordAshcroftPolls.com).

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

[Changes since 5 –7 September]

Conservative	33% (+5)
Labour	33% (-2)
Liberal Democrats	9% (+1)
UKIP	14% (-4)
Green	6% (-)
Others	6% (+1)



Ashcroft National Poll, May – September 2014

### 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	55	57	62	41	58
Might end up voting differently	45	43	38	59	42

### 3. I am going to read out some reasons people have given for not voting Labour. Please can you say in each case whether or not it is one of the concerns you have about voting Labour.

% saying it is a concern about voting Labour	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
They have not made clear what they would do to improve things	60	74	41	66	72	68
They might spend and borrow more than the country can afford	58	85	34	56	76	62
They have other policies I think would be bad for the country	49	75	25	45	67	52
They have not learned the right lessons from their time in government	60	81	35	56	78	65
I don't think Ed Miliband would be a good Prime Minister	57	80	38	49	73	61
I am worried Labour might undo some of the current government's policies on immigration or reforming benefits	46	70	29	38	66	48
I'm not sure Labour are on the side of people like me	45	56	24	51	71	46

### 4. Which of the following statements comes closest to your own view about the Labour Party, even if none describes exactly what you think?

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Labour have learned the right lessons from what went wrong during their time in government, and can be trusted to run the country again	25	4	62	30	12	21
Labour have not yet learned the right lessons from what went wrong during their time in government, and cannot yet be trusted to run the country again	59	89	14	55	82	64
The last Labour government did a pretty good job, and I don't think they have to learn lessons in order for me to be happy for them to run the country again	16	7	24	15	6	15

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