

THE ASHCROFT NATIONAL POLL

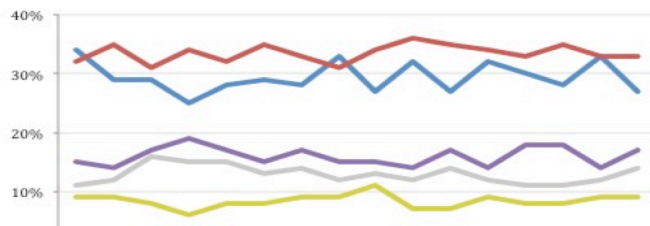
22 SEPTEMBER 2014

1,004 adults were interviewed by telephone between 19 – 21 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 12 – 14 September]

| | |
|-------------------|----------|
| Conservative | 27% (-6) |
| Labour | 33% (-) |
| Liberal Democrats | 9% (-) |
| UKIP | 17% (+3) |
| Green | 6% (-) |
| Others | 8% (+2) |



Ashcroft National Poll, May – September 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 | 47 | 49 | 49 | 56 | 31 | 49 |
| Might end up voting differently | 53 | 51 | 51 | 44 | 69 | 51 |

3. Which of the following would you most like to see as the outcome of the next election?

| | % | ALL | Con voters | Lab voters | LD voters | UKIP voters | Swing voters* |
|--------------------|----|-----|------------|------------|-----------|-------------|---------------|
| Con government | 24 | 74 | 2 | 2 | 27 | 21 | |
| Con – LD coalition | 11 | 15 | 3 | 42 | 16 | 15 | |
| Lab-LD coalition | 15 | 2 | 16 | 43 | 11 | 20 | |
| Labour government | 34 | 4 | 78 | 6 | 23 | 30 | |
| Don't know | 16 | 4 | 2 | 7 | 23 | 15 | |

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

4. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...

| % Cameron / Miliband | ALL | Con voters | Lab voters | LD voters | UKIP voters | Swing voters* |
|---|-------|------------|------------|-----------|-------------|---------------|
| Representing Britain in international negotiations | 58/28 | 93/5 | 41/51 | 57/34 | 68/18 | 64/24 |
| Making the right decisions even when they are unpopular | 55/32 | 92/6 | 34/60 | 50/40 | 66/21 | 57/30 |
| Understanding ordinary people | 33/49 | 61/27 | 12/82 | 30/53 | 42/38 | 32/49 |
| Having a clear idea what they want to achieve | 51/32 | 87/9 | 33/57 | 40/50 | 61/20 | 55/30 |
| Being able to lead a team | 55/31 | 91/8 | 33/58 | 57/36 | 66/21 | 59/28 |
| Doing the job of Prime Minister overall | 55/33 | 96/4 | 31/63 | 56/36 | 66/21 | 61/28 |

5. I am going to read out some reasons people have given for not voting Conservative. Please can you say in each case whether or not it is a concern you have about voting Conservative:

| % saying is a concern | ALL | Con voters | Lab voters | LD voters | UKIP voters | Swing voters* |
|--|-----|------------|------------|-----------|-------------|---------------|
| They have not made clear what they would do in the years after 2015 | 60 | 39 | 70 | 60 | 74 | 61 |
| They have gone too far with austerity and the cuts in in public spending and services they have already made | 61 | 28 | 82 | 59 | 63 | 60 |
| They might go too far with austerity and cuts in public spending and services in the future | 70 | 48 | 85 | 72 | 70 | 72 |
| I am worried their promise of an EU referendum means Britain could end up leaving the EU | 50 | 37 | 64 | 79 | 33 | 52 |
| I am worried they might not keep their promise to hold a referendum on Britain's membership of the EU | 50 | 45 | 45 | 45 | 71 | 49 |
| I am not sure the Conservatives are on the side of people like me | 61 | 26 | 77 | 53 | 73 | 62 |