

## POST-CONFERENCE SEASON POLL OCTOBER 2014

5,059 adults were interviewed online on 8 and 9 October 2014. Results have been weighted to be representative of all adults in Great Britain.  
Comparisons with 8,053-sample online poll, 12-17 September 2014. Full data tables are at [LordAshcroftPolls.com](http://LordAshcroftPolls.com)

### 1. Over the last few weeks, have you heard anything in the news about ... ? [Open-ended – participants free to write their own answer]

About David Cameron and the Conservatives...	About Ed Miliband and Labour...
Nothing (30%)	Nothing (40%)
Held their conference (20%)	Held their conference (20%)
Proposed tax cuts (15%)	Miliband forgot part of speech (15%)

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

	%	ALL VOTERS		Con voters		Lab voters		LD voters		UKIP voters	
		Sept	Oct	Sept	Oct	Sept	Oct	Sept	Oct	Sept	Oct
I'm already feeling some of the benefits of an economic recovery		15	16	31	33	12	12	17	22	9	8
I'm not feeling the benefits of an economic recovery yet but expect to do so at some point		45	43	57	55	40	37	54	49	40	39
I'm not feeling the benefits of an economic recovery and I don't expect to		40	41	12	12	49	51	29	30	52	53

### 3. Which of the following statements do you most agree with?

	%	ALL VOTERS		Con voters		Lab voters		LD voters		UKIP voters	
		Sept	Oct	Sept	Oct	Sept	Oct	Sept	Oct	Sept	Oct
I am satisfied with the job David Cameron is doing overall as Prime Minister		29	29	73	75	12	11	33	32	14	10
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister		34	34	26	25	12	13	40	44	63	64
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – AND I'd prefer to have Ed Miliband as Prime Minister instead		37	37	1	-	76	76	27	24	23	26

4. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the Conservative Party / the Labour Party / the Liberal Democrats.

	CON	LAB	LD	Lead Sept	Lead Oct
On the side of people like me	31	45	31	Lab 8	Lab 14
Willing to take tough decisions for the long term	63	37	28	Con 24	Con 26
Competent and capable	45	34	21	Con 8	Con 11
Clear about what they stand for	49	39	26	Con 5	Con 10

5. Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, or the Liberal Democrats?

	CON	LAB	LD	Lead Sept	Lead Oct
Getting the economy growing and creating jobs	47	43	11	Con 2	Con 4
Cutting the deficit and the debt	58	31	11	Con 23	Con 27
Improving the NHS	29	53	17	Lab 22	Lab 24
Reforming welfare to cut benefit dependency	54	32	14	Con 17	Con 22
Controlling immigration	53	34	14	Con 15	Con 19
Tackling the cost of living	37	49	14	Lab 12	Lab 12
Introducing practical policies that would work in the long run	45	41	14	Con 2	Con 3

6. Which of the following statements comes closest to your own view, even if none of them describes exactly what you think:

	ALL VOTERS	Con voters	Lab voters	LD voters	UKIP voters
I would be happy to see the Conservatives in government after the next election <u>and</u> happy to see David Cameron staying as PM	25	75	2	12	10
I would <u>rather</u> have David Cameron as PM than Ed Miliband, <u>even</u> if it means the Conservatives staying in government	17	10	5	42	30
I would <u>rather</u> have the Conservatives in government, <u>even</u> if it means David Cameron staying as PM	12	15	3	12	26
I would <u>rather</u> have Labour in government, <u>even</u> if it means Ed Miliband becoming PM	25	-	47	18	16
I would <u>rather</u> have Ed Miliband as PM than David Cameron, <u>even</u> if it means having Labour in government	6	-	5	7	11
I would be happy to see Labour in government after the next election <u>and</u> happy to see Ed Miliband as PM	15	-	37	9	7

7. The next general election is set to be held in eight months' time, on 7 May 2015. Which of the following would you most like to see as the outcome of the next election:

	ALL VOTERS		Con voters		Lab voters		LD voters		UKIP voters	
	Sept	Oct	Sept	Oct	Sept	Oct	Sept	Oct	Sept	Oct
A Conservative government	35	35	86	84	2	3	6	7	52	45
A coalition between the Conservatives and the Liberal Democrats	13	15	13	14	3	4	43	49	11	15
A coalition between Labour and the Liberal Democrats	17	17	1	1	13	17	47	40	11	17
A Labour government	36	33	1	1	81	76	4	4	26	23