

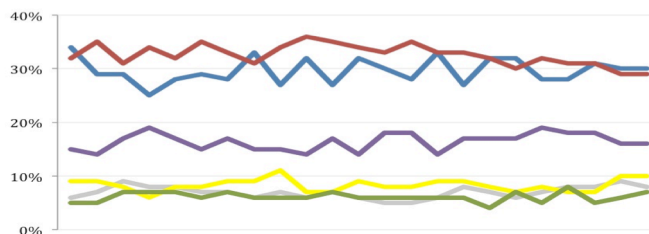
# THE ASHCROFT NATIONAL POLL

## 10 NOVEMBER 2014

1,005 adults were interviewed by telephone between 7 and 9 November 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 31 Oct – 1 Nov]

Conservative	30% (-)
Labour	29% (-)
Liberal Democrats	10% (-)
UKIP	16% (-)
Green	7% (+1)
Others	8% (-1)



Ashcroft National Poll, May – November 2014

**3. 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 or not true of each party.**

% saying 'true' (changes since 20-22 June)	Cons	Lab	LDs	UKIP
Honest and principled	31 (-)	35 (-3)	31 (+2)	33 (+3)
A united party	30 (-4)	27 (-8)	27 (+6)	44 (+2)
Has clear ideas to deal with Britain's problems	40 (-1)	32 (-2)	23 (+1)	36 (+1)
Competent and capable	40 (-2)	31 (-6)	20 (-)	25 (-)
Shares my values	34 (+3)	37 (-4)	29 (+3)	29 (-)
On the side of people like me	32 (+1)	40 (-1)	27 (-1)	31 (-2)
Willing to take tough decisions for the long term	49 (-1)	35 (-4)	27 (+3)	35 (-1)
Reasonable and sensible	44 (-)	42 (-4)	36 (-)	26 (-1)
It's heart is in the right place	37 (-1)	48 (-4)	45 (+2)	38 (-1)
Stands for fairness	34 (+2)	47 (-3)	45 (+3)	31 (+1)
Says things that need to be said that others are scared to say	33 (+1)	30 (-3)	27 (+1)	56 (-1)

**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	50	58	53	36	54	
Might end up voting differently	50	42	47	64	46	

**4. Which of the following statements comes closest to your own view?**

	%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
I'd be happy to see the Conservatives in govt after the next election <b>AND</b> happy to see Cameron staying as PM	23	65	5	14	15	23	
I would rather have Cameron as PM than Miliband <b>EVEN IF</b> it means the Conservatives staying in govt	16	16	11	19	22	20	
I would rather have the Conservatives in govt <b>EVEN IF</b> it means Cameron staying as PM	10	16	1	12	18	10	
I would rather have Labour in govt, <b>EVEN IF</b> it means Miliband becoming PM	15	-	30	14	16	15	
I would rather have Miliband as PM than Cameron, <b>EVEN IF</b> it means having Labour in govt	7	1	9	11	8	7	
I would be happy to see Labour in govt after the next election <b>AND</b> happy to see Miliband as PM	16	-	42	18	7	14	

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