

29 September 2013

NATIONAL: 1,007 adults were interviewed by telephone between 13 and 16 September 2013. Results have been weighted to be representative of all adults in Great Britain.

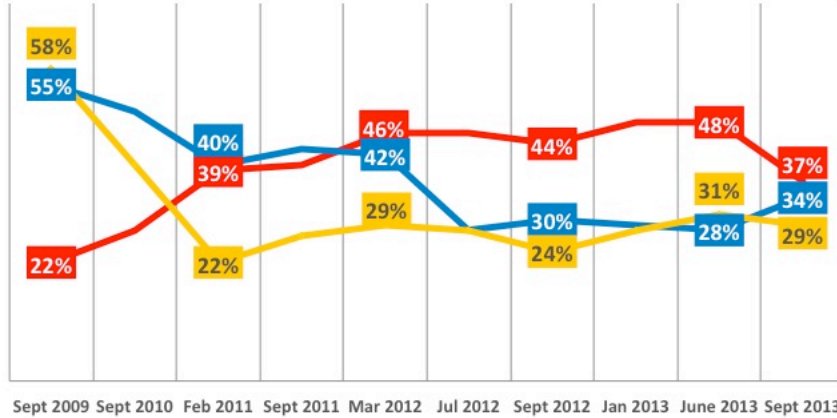
MARGINAL SEATS: 12,809 people were interviewed by telephone in the 40 most marginal Conservative-held seats between 1 August and 5 September 2013.

Lord Ashcroft Polls

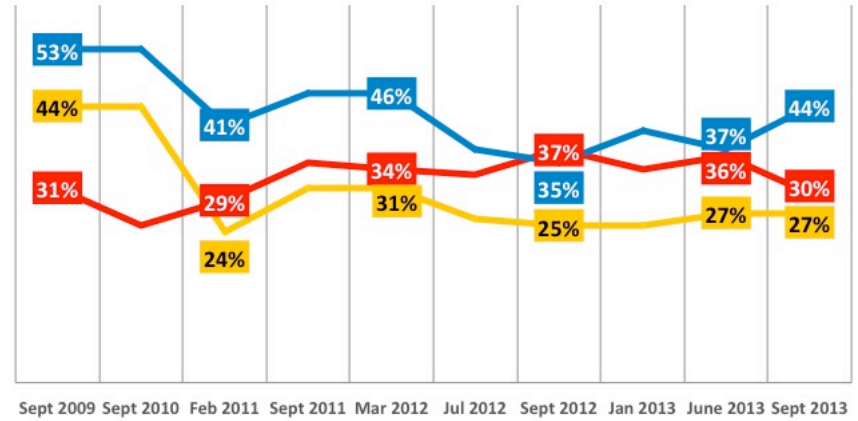


@LordAshcroft

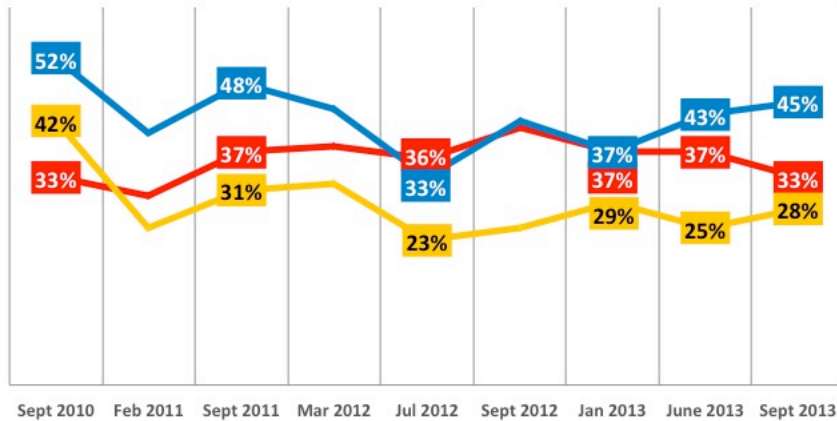
United?



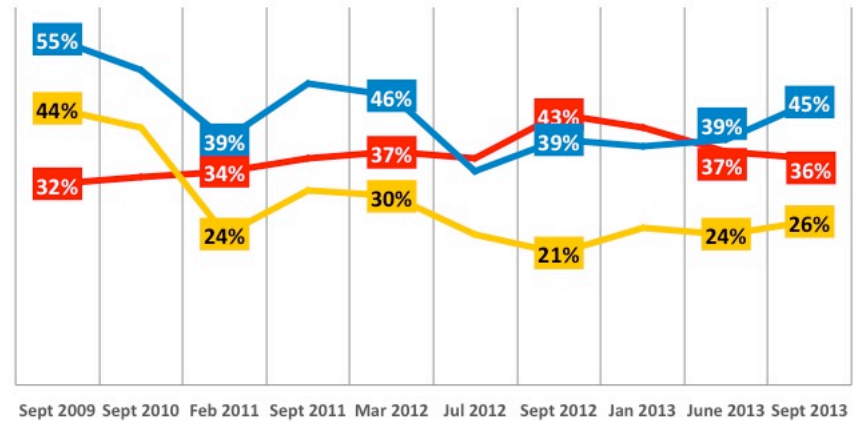
Good team of leaders?



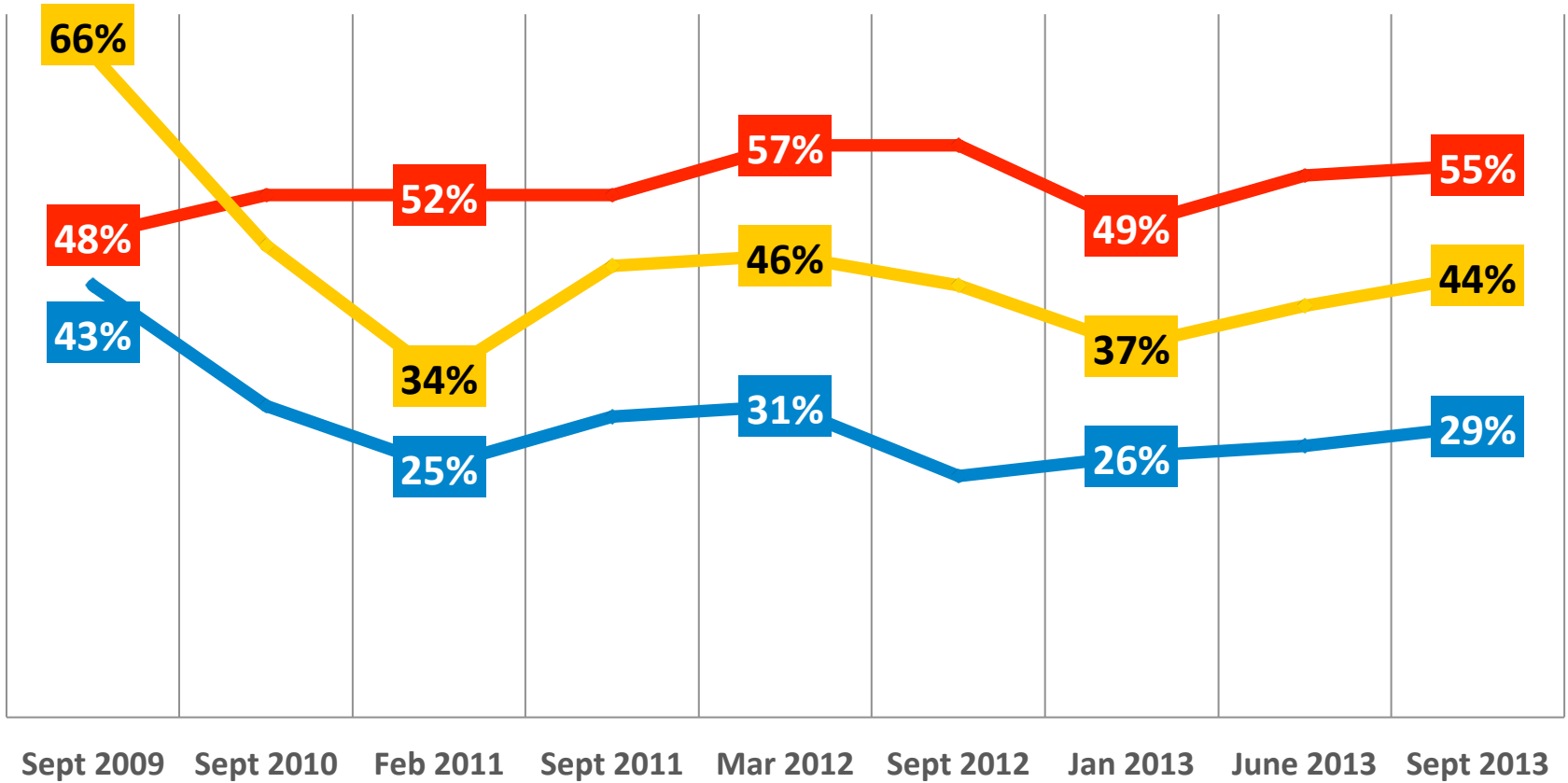
Clear ideas?



Competent?



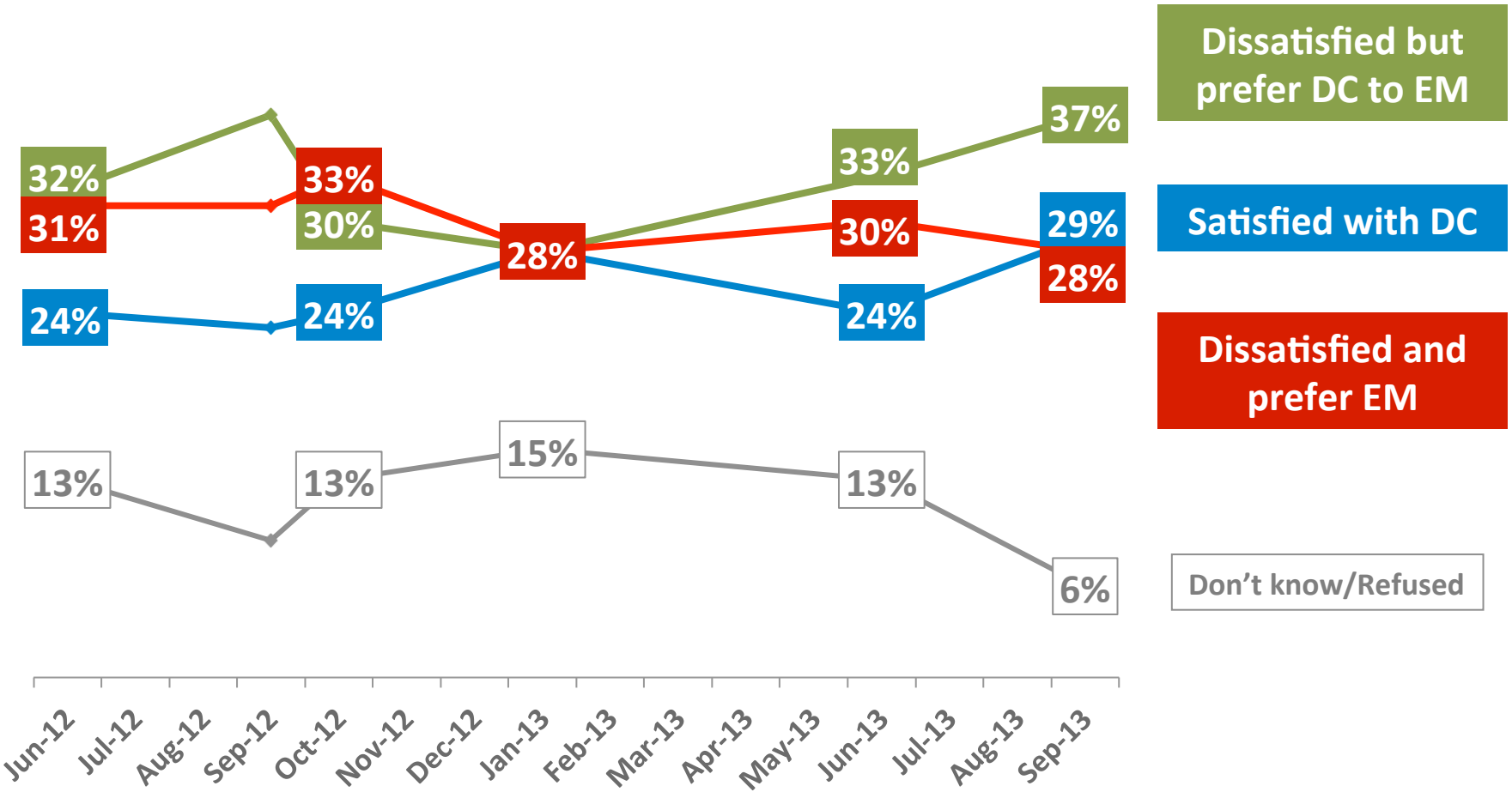
For everyone?



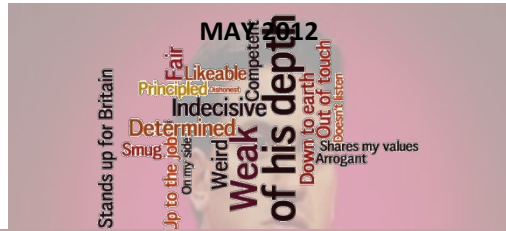
Reservations about Labour



Preferred PM?



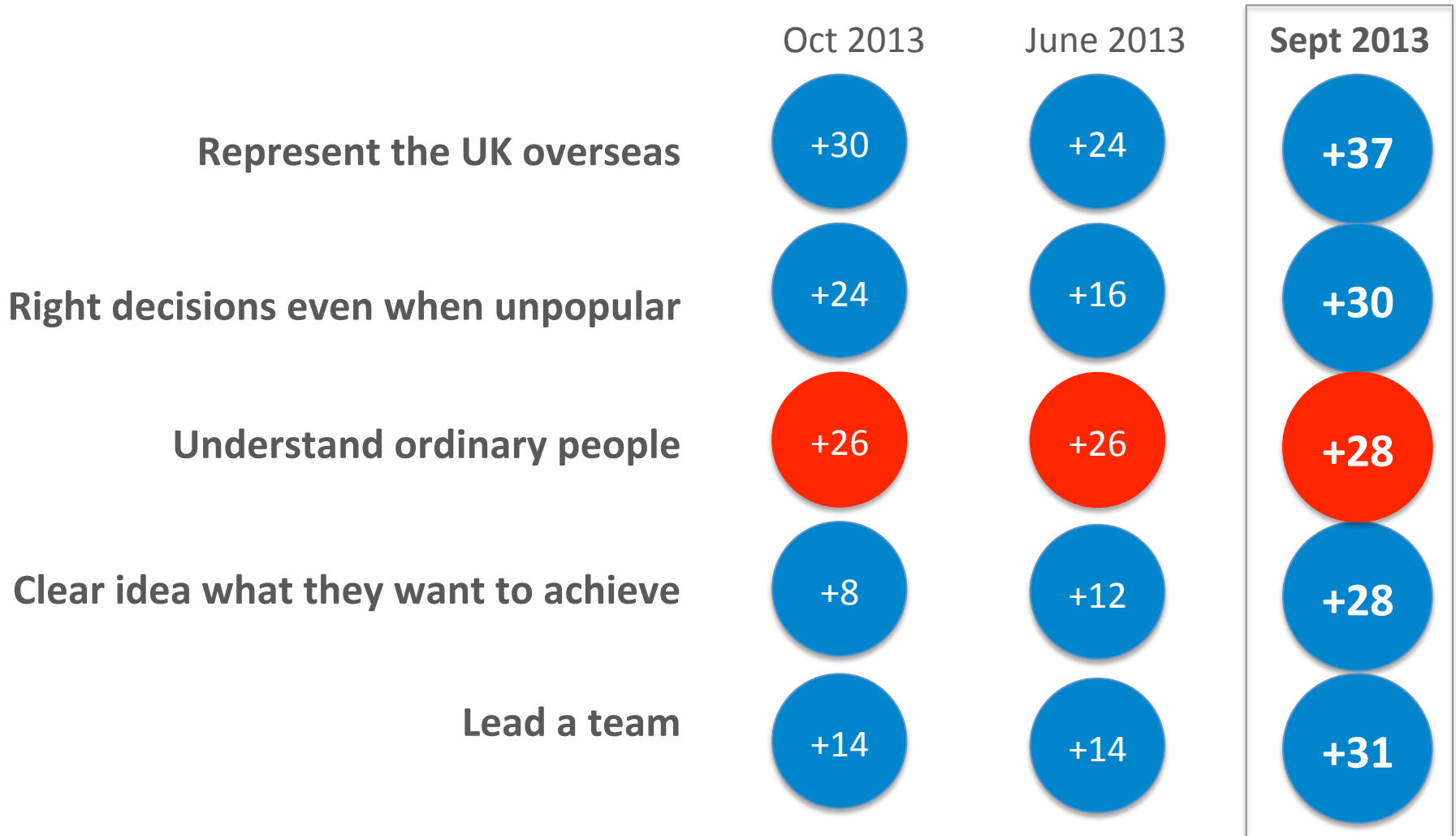
Ed Miliband



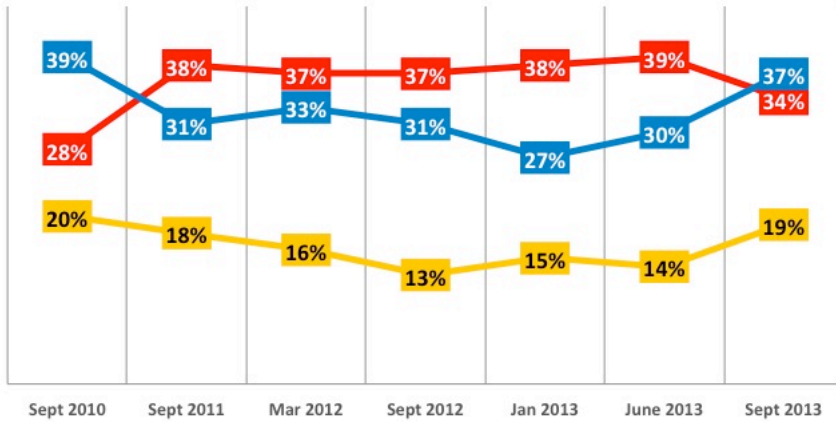
Nick Clegg



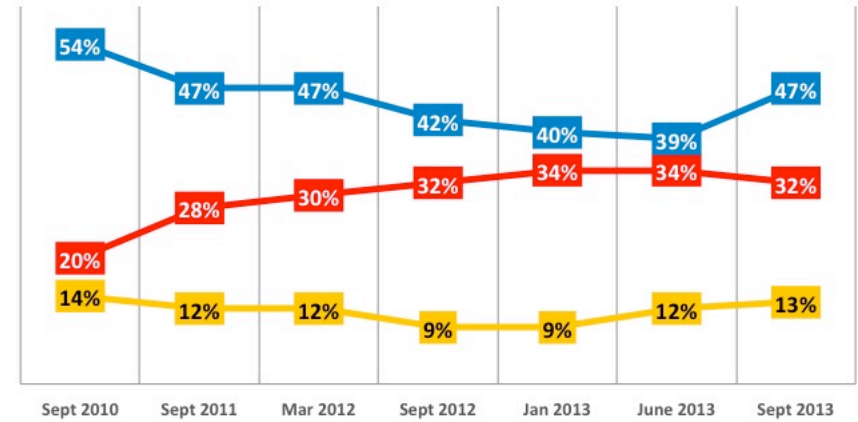
Cameron v Miliband



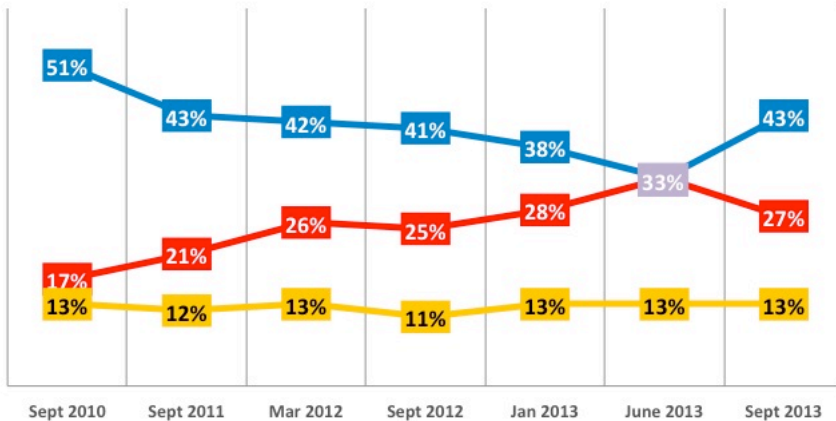
Right balance of tax rises & spending cuts



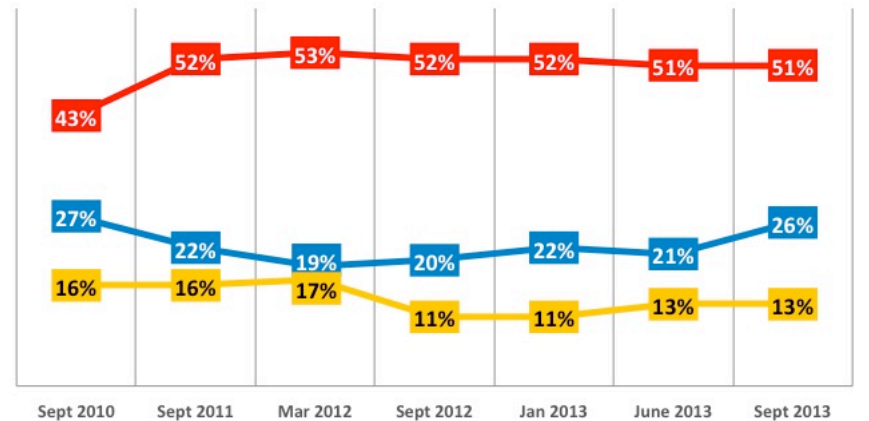
Tackle welfare abuse



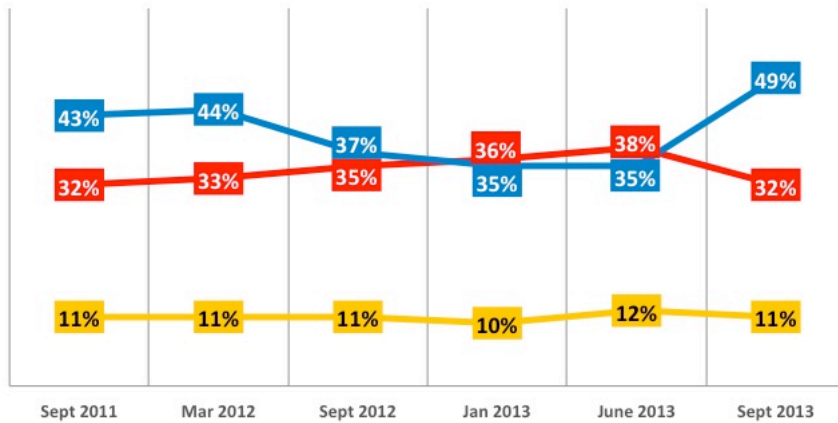
Deal with immigration



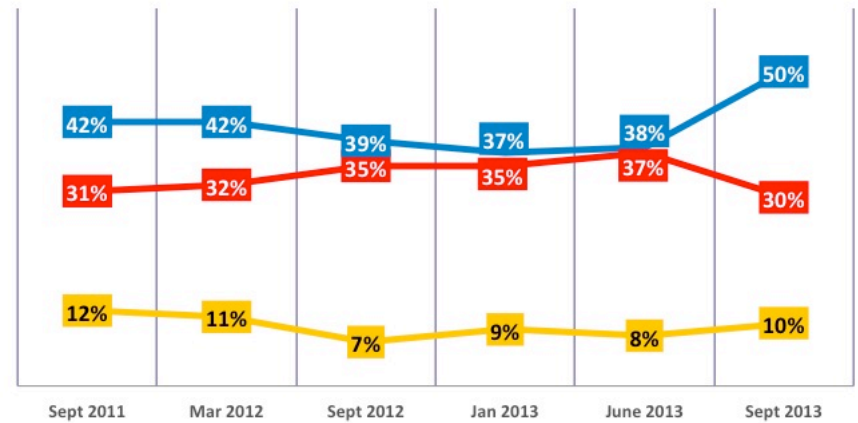
Look after the NHS



Help business grow & recover

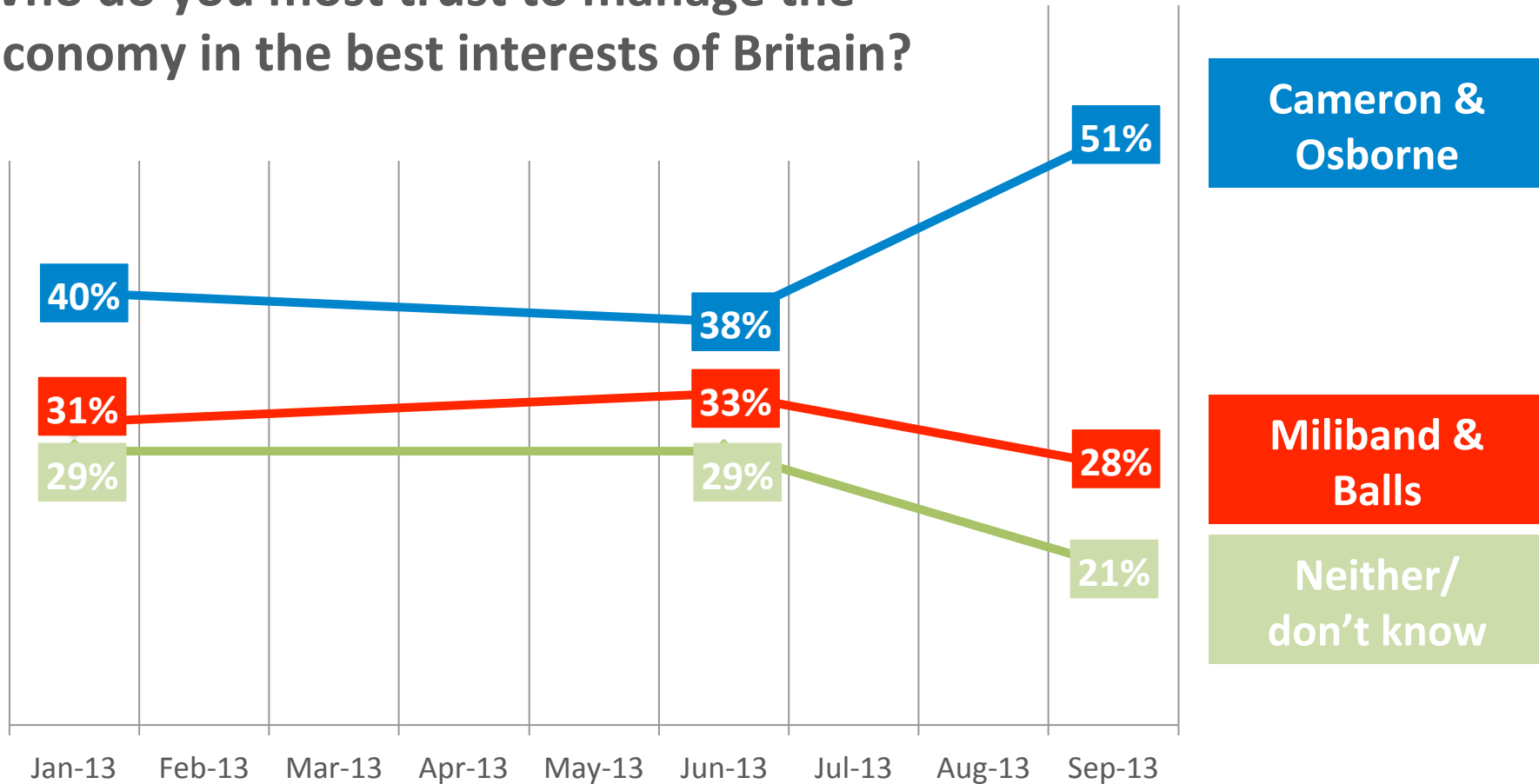


Steer the economy through difficult times

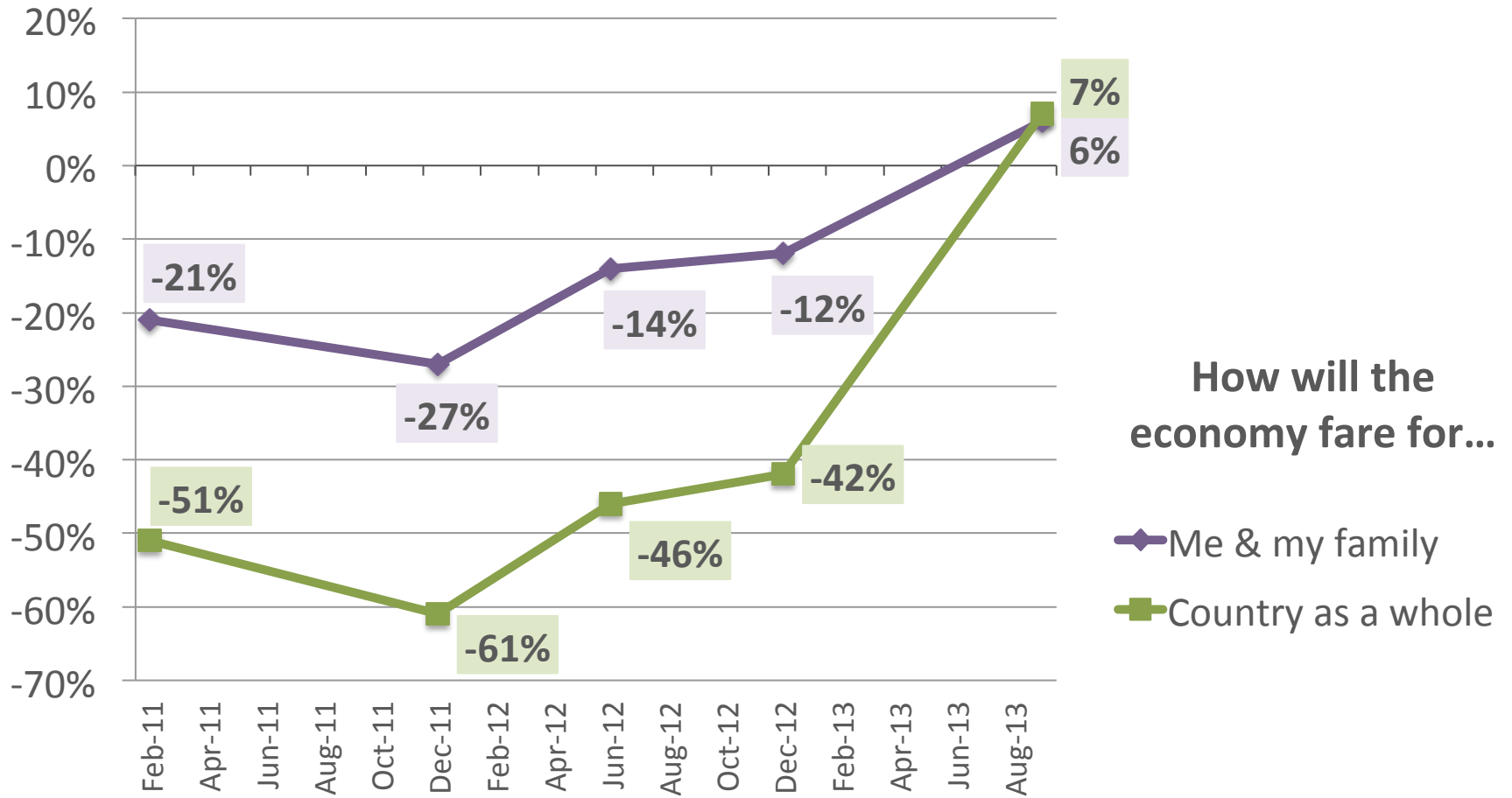


Trust on the economy

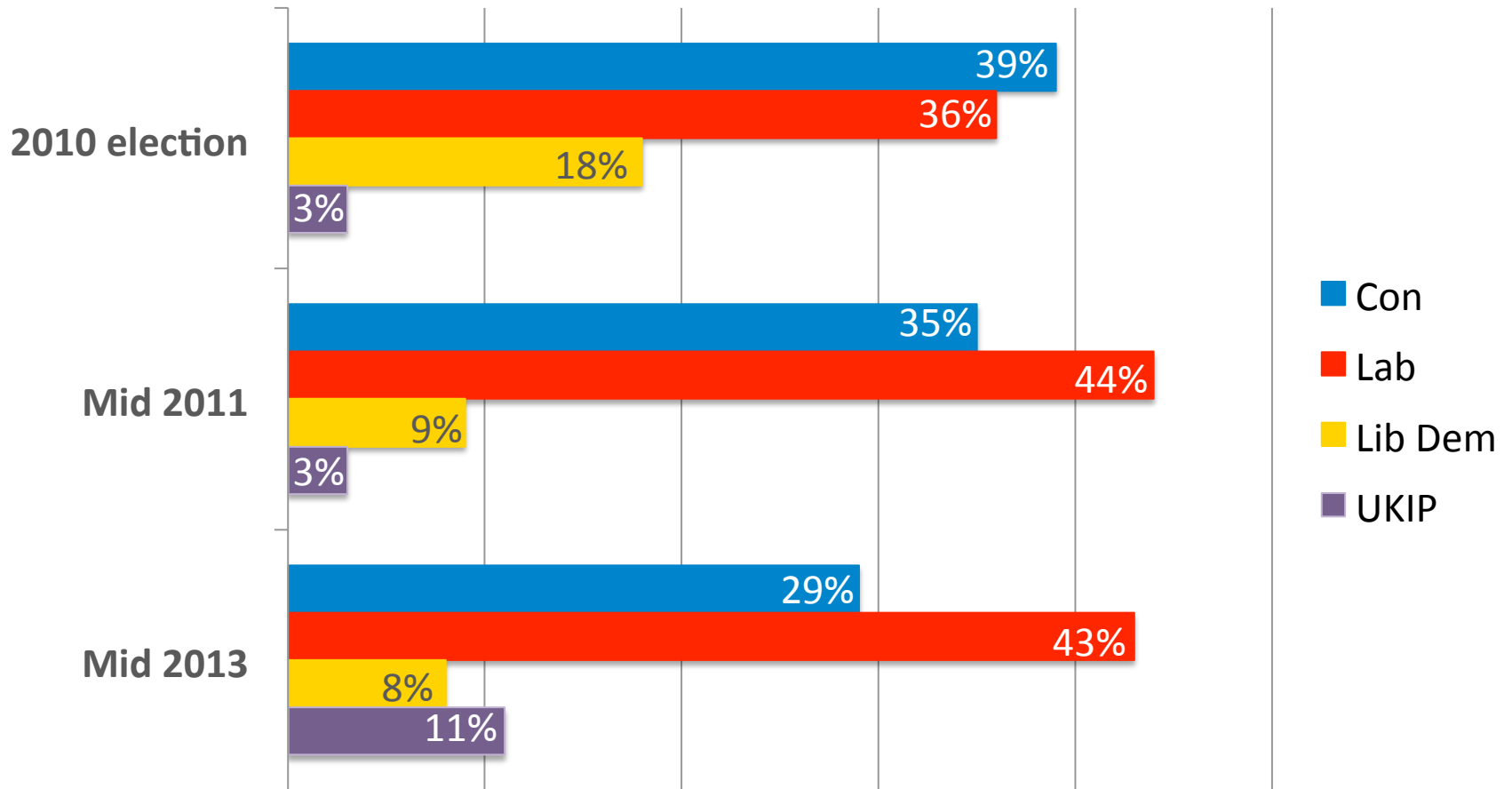
Who do you most trust to manage the economy in the best interests of Britain?



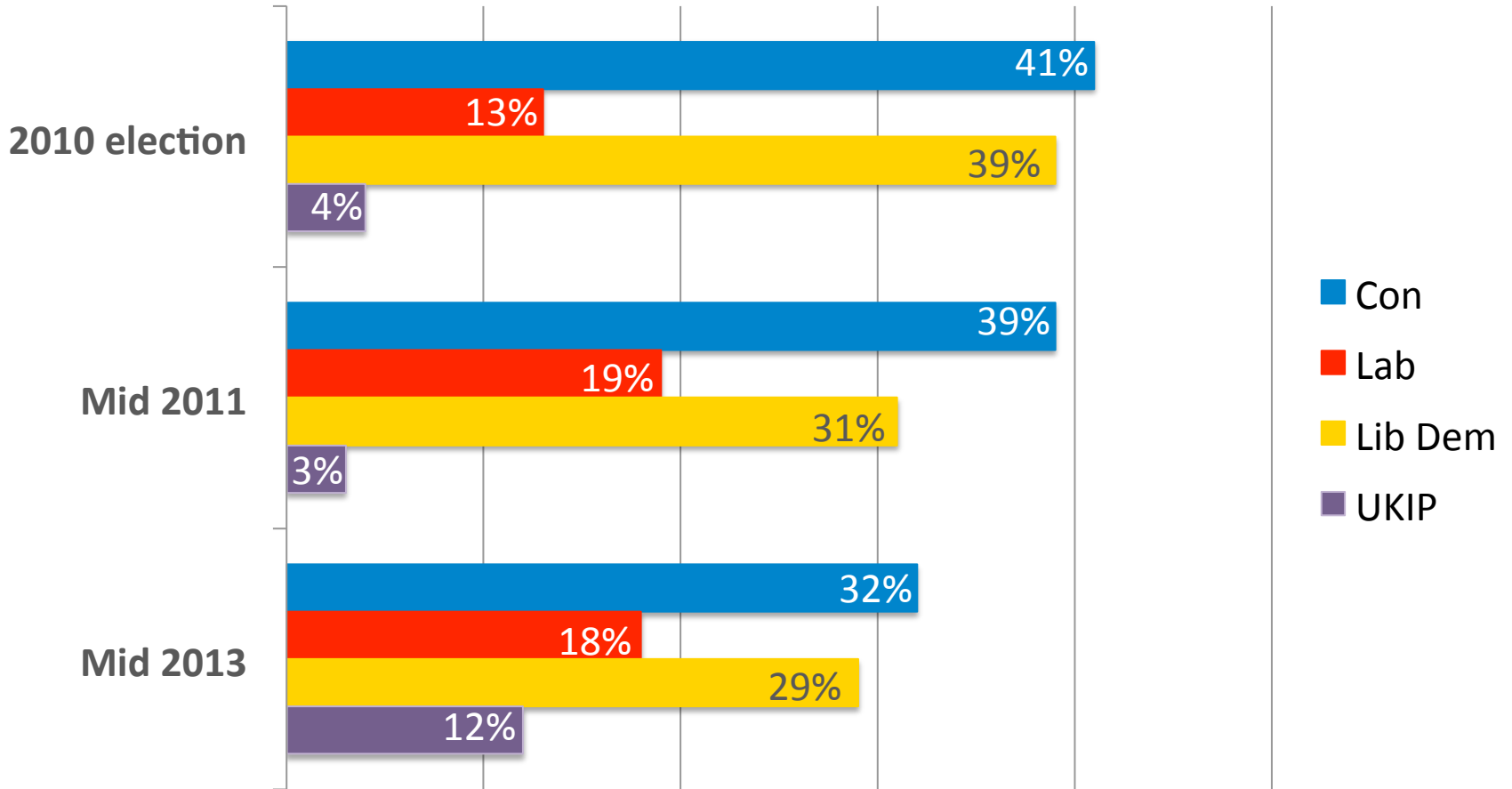
Optimism returning?



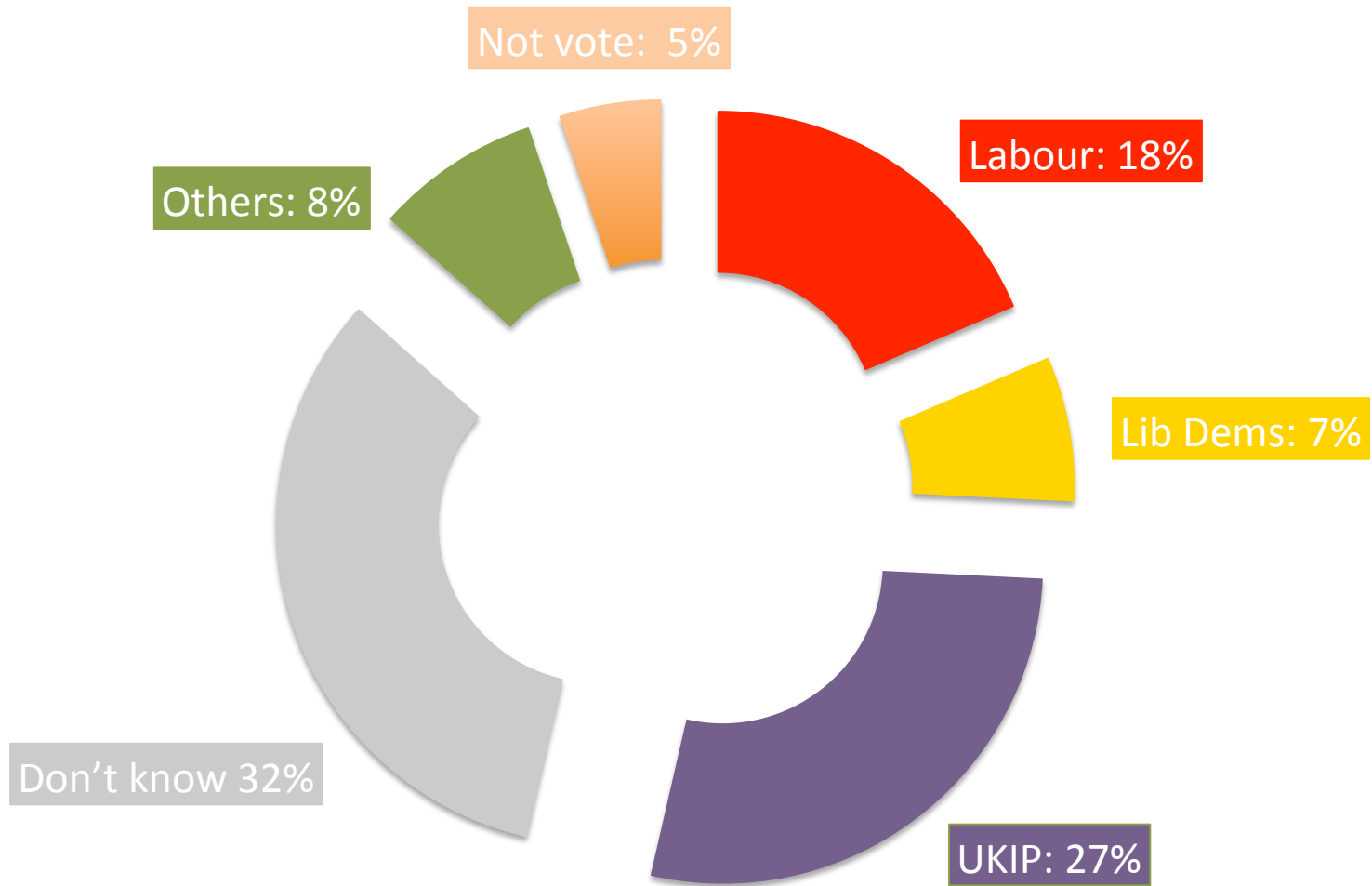
32 Con-held Labour targets



8 Con-held Lib Dem targets



Con-Lab seats: Tory defectors



Con-Lab seats: Tory defectors

NOT thinking David Cameron would make the best PM	23%
NOT believing Conservatives are “on the side of people like me”	21%
NOT thinking Conservatives “share my values”	20%
Thinking Britain is heading in the wrong direction	11%
NOT being clear about what the Conservatives stand for	9%
Conservatives NOT willing to take tough decisions for the long term	8%
Agreeing Labour is willing to take tough decisions for the long term	4%
Agreeing Labour “shares my values”	3%
Agreeing Labour is on my side	3%



Con-Lab seats: UKIP voters

Ranking immigration in the top three most important issues facing Britain

NOT believing Labour are competent and capable

Ranking immigration as the most important issue facing Britain

NOT agreeing Labour “shares my values”

NOT agreeing Labour are willing to take tough decisions for the long term

NOT ranking education in the most important issues facing Britain

Europe in the top three most important issues facing Britain

NOT ranking the environment in the most important issue facing Britain

NOT believing Conservatives are “on the side of people like me”

NOT believing the Conservatives will do what they say

NOT believing the Lib Dems are competent and capable

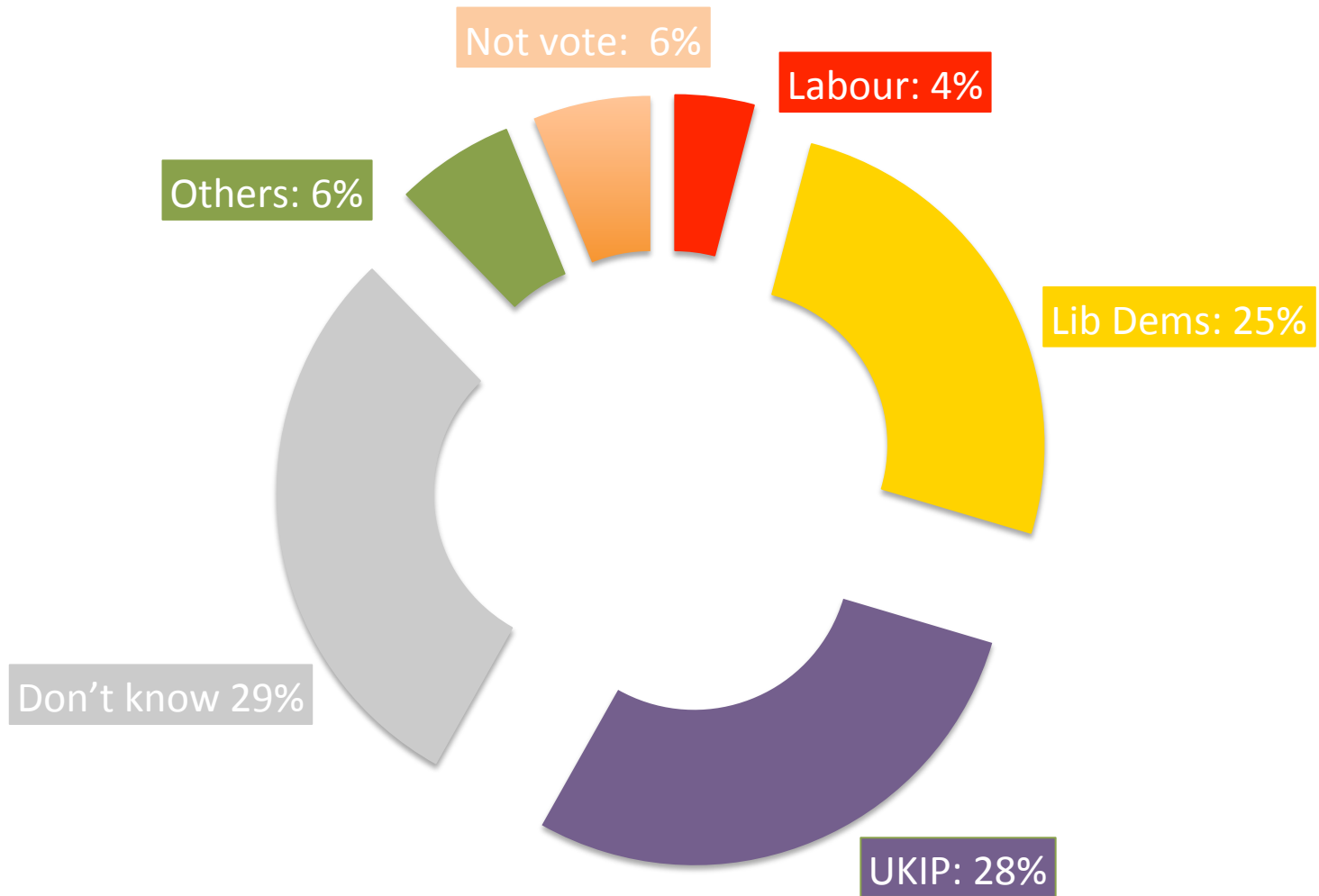
Europe as the most important issue facing Britain

NOT thinking Conservatives “share my values”

Ranking defence & security in the most important issues facing Britain



Con-LD seats: Tory defectors



Con-LD seats: Tory defectors

NOT thinking Conservatives “share my values”	19%
NOT believing Conservatives are competent and capable	16%
NOT believing Conservatives are “on the side of people like me”	15%
NOT being clear about what the Conservatives stand for	12%
NOT believing the Conservatives will do as they say	12%
NOT thinking David Cameron would make the best PM	11%
NOT agreeing the Conservatives will take tough decisions for the long term	9%
NOT thinking economy will improve because right decisions taken	6%



Con-LD seats: UKIP voters

NOT ranking the environment in the most important issues

NOT agreeing Labour are willing to take tough decisions for the long term

NOT ranking education in the most important issues facing Britain

Ranking Europe in the top three most important issues facing Britain

NOT believing the Lib Dems are competent and capable

NOT believing Labour are “on the side of people like me”

NOT ranking the environment as the most important issue facing Britain

NOT ranking cutting welfare dependency as most important issue

NOT thinking the Lib Dems “share my values”

Ranking defence & security in the most important issues facing Britain

Ranking immigration in the top three most important issues facing Britain

NOT believing Conservatives are competent and capable

NOT thinking Conservatives “share my values”

NOT ranking education as the most important issue facing Britain

NOT ranking the NHS as the most important issue facing Britain

NOT believing Conservatives are “on the side of people like me”



Lord Ashcroft Polls



@LordAshcroft