

THE ASHCROFT NATIONAL POLL

19 MAY 2014

1,006 adults were interviewed by telephone between 16 – 18 May 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 May]

Conservative	29% [-5]
Labour	35% [+3]
Liberal Democrats	9% [-]
UKIP	14% [-1]
Others	12% [+1]

2. The next general election will take place on May 7th 2015, just under a year from now. 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	52	62	56	34	47
Might end up voting differently	48	38	44	66	53

3. Overall, would you say Britain is going in the right direction, or the wrong direction?

	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Right direction	44	83	35	57	24	47
Wrong direction	49	13	58	37	70	48

* "Swing voters" are defined here as those saying they do not know how they will vote or that they may yet change their mind.

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

%	Conservatives	Labour	Lib Dems	Lead
Getting the economy growing and creating jobs	42	34	8	Con +8
Cutting the deficit and the debt	50	23	9	Con +27
Dealing with crime	39	28	10	Con +11
Improving the NHS	24	45	11	Lab +21
Steering the economy through difficult times	45	28	9	Con +17
Improving standards in schools	29	37	14	Lab +8
Tackling the cost of living	30	43	9	Lab +13
Introducing practical policies that will work in the long run	37	31	10	Con +6
Reforming the welfare system to cut benefit dependency	45	27	9	Con +18
Dealing with immigration	34	26	13	Con +8

5. Which of the parties do you think has the best overall approach when it comes to Britain's relationship with the European Union?

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters
Conservatives	25	64	13	10	13	25
Labour	27	6	62	14	10	25
Liberal Democrats	13	10	10	61	3	16
UKIP	21	15	12	10	70	24