

THE ASHCROFT NATIONAL POLL

16 JUNE 2014

1,001 adults were interviewed by telephone between 13 – 15 June 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 6 – 8 June]

Conservative	29% [+1]
Labour	35% [+3]
Liberal Democrats	8% [-]
UKIP	15% [-2]
Others	13% [-2] (inc. Greens 6%)

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	50	53	56	45	50
Might end up voting differently	50	47	44	55	50

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

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
I am satisfied with the job David Cameron is doing overall as PM	29	64	15	47	13	30
I am dissatisfied with the job DC is doing as PM <u>but I'd still prefer to have him as PM</u> rather than Ed Miliband	30	33	18	26	51	37
I am dissatisfied with the job DC is doing as PM <u>and I'd prefer to have Ed Miliband as PM</u> instead	28	2	62	20	19	22

* Those who say they don't know how they will vote or may switch from their current party before the election.

4. Thinking about the British economy as a whole, and what may happen after the next election in May 2015, do you think you and your family would be better off if we were to have five years of Labour government, or five years of Conservative government, or would it make no difference?

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Better off under the Conservatives	21	66	2	22	23	17
Better off under Labour	19	1	45	11	14	16
It would make no difference	56	32	52	60	63	61