

LORD ASHCROFT POLLS
POST-EUROPEAN ELECTION POLL
24 MAY 2014

4,286 people who voted in the European Parliament elections in Great Britain were interviewed online on 22 and 23 May 2014.

How many, if any, of the following reasons applied to why you voted for [the party you voted for]?

<i>% saying 'a large part'</i>	Con Euro voters	Lab Euro voters	LD Euro voters	UKIP Euro voters	Green Euro voters
They had the best policies on important national issues	72	61	45	48	53
They had the best approach to Europe	64	54	63	79	41
They had the best leader nationally	66	36	20	31	9
They are the party I'd like to win the next general election	77	81	39	34	29
To send a message that you are unhappy with the party you usually support	5	14	9	60	38
As a general protest that I am unhappy with all established political parties at the moment	4	18	11	62	46

What will be the most important issue in determining which party you vote for in the next UK general election due to be held in May 2015? (And the second most important? And the third?)

<i>% mentioning in top three issues</i>	ALL EURO VOTERS	Con Euro voters	Lab Euro voters	LD Euro voters	UKIP Euro voters	Other Euro voters
Economy / jobs / unemployment / growth / debt / deficit reduction	48	64	48	60	39	38
Immigration	35	29	18	13	70	16
NHS hospitals / GPs / health	34	29	47	37	24	42
Cost of living / prices / inflation	31	35	37	30	22	29
Europe / EU	26	23	8	23	50	13
Benefits / tax credits / welfare reform	21	26	22	16	20	15
Taxes / cuts / public spending	20	29	21	21	14	18
Poverty / inequality / homelessness	16	4	27	14	7	32
Pensions / elderly care costs / free TV licences	12	13	12	16	11	11
Schools / education / universities / student fees	9	7	15	10	4	9
Crime / law and order / police / anti-social behaviour	8	11	7	5	9	5
Housing / house building / housing costs	8	5	12	13	6	9
Climate change / environment	6	2	2	10	1	23

Which of the following do you think would make the best Prime Minister?

%	ALL EURO VOTERS	Con Euro voters	Lab Euro voters	LD Euro voters	UKIP Euro voters	Other Euro voters
David Cameron	51	98	8	32	66	27
Ed Miliband	37	1	85	15	26	54
Nick Clegg	12	1	6	53	8	20

With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain – David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?

%	ALL EURO VOTERS	Con Euro voters	Lab Euro voters	LD Euro voters	UKIP Euro voters	Other Euro voters
Cameron & Osborne	57	98	10	65	69	34
Miliband & Balls	43	2	90	35	31	66

Which party did you vote for in the general election in May 2010? [All those who voted at the 2010 general election]

<i>% who voted...</i>	ALL EURO VOTERS	Con Euro voters	Lab Euro voters	LD Euro voters	UKIP Euro voters	Other Euro voters
Conservative	40	85	6	11	52	11
Labour	25	4	73	9	15	18
Liberal Democrat	25	10	19	79	18	40
UKIP	3	-	-	-	10	2
Another party	7	-	1	1	5	28

As you may know, the next UK general election will be held just under a year from now, on 7 May 2015. Which party do you think it is most likely you will end up voting for when it comes to the general election?

%	Con Euro voters	Lab Euro voters	LD Euro voters	UKIP Euro voters	Other Euro voters
Conservative	90	1	8	21	4
Labour	1	92	7	11	21
Liberal Democrat	2	1	66	1	5
UKIP	-	1	-	51	2
Another party	-	-	2	-	47
Don't know	6	5	16	14	19