

THE ASHCROFT NATIONAL POLL

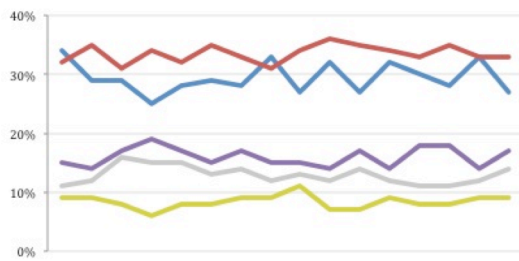
22 SEPTEMBER 2014

1,004 adults were interviewed by telephone between 19 – 21 September 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 – 14 September]

Conservative	27% (-6)
Labour	33% (-)
Liberal Democrats	9% (-)
UKIP	17% (+3)
Green	6% (-)
Others	8% (+2)



Ashcroft National Poll, May – September 2014

2. The next general election will take place on May 7th 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	47	49	56	31	49	
Might end up voting differently	53	51	44	69	51	

3. Which of the following would you most like to see as the outcome of the next election?

	%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Con government	24	74	2	2	27	21	
Con – LD coalition	11	15	3	42	16	15	
Lab-LD coalition	15	2	16	43	11	20	
Labour government	34	4	78	6	23	30	
Don't know	16	4	2	7	23	15	

* "Swing voters" don't know how they will vote or may change their mind.

4. Thinking about David Cameron as Prime Minister and Ed Miliband if he were to become Prime Minister, who do you think would do a better job when it came to...

% Cameron / Miliband	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Representing Britain in international negotiations	58/28	93/5	41/51	57/34	68/18	64/24
Making the right decisions even when they are unpopular	55/32	92/6	34/60	50/40	66/21	57/30
Understanding ordinary people	33/49	61/27	12/82	30/53	42/38	32/49
Having a clear idea what they want to achieve	51/32	87/9	33/57	40/50	61/20	55/30
Being able to lead a team	55/31	91/8	33/58	57/36	66/21	59/28
Doing the job of Prime Minister overall	55/33	96/4	31/63	56/36	66/21	61/28

5. I am going to read out some reasons people have given for not voting Conservative. Please can you say in each case whether or not it is a concern you have about voting Conservative:

% saying is a concern	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
They have not made clear what they would do in the years after 2015	60	39	70	60	74	61
They have gone too far with austerity and the cuts in in public spending and services they have already made	61	28	82	59	63	60
They might go too far with austerity and cuts in public spending and services in the future	70	48	85	72	70	72
I am worried their promise of an EU referendum means Britain could end up leaving the EU	50	37	64	79	33	52
I am worried they might not keep their promise to hold a referendum on Britain's membership of the EU	50	45	45	45	71	49
I am not sure the Conservatives are on the side of people like me	61	26	77	53	73	62