

**LORD ASHCROFT KCMG PC**  
**POLL SUMMARY 25-28 JANUARY 2013**

*1,008 adults were interviewed by telephone between 25-27 January 2013. 2,036 adults were interviewed online between 25-28 January 2013. Results have been weighted to be politically representative of all adults in Great Britain.*

**1. If there was a general election tomorrow, which party would you vote for?**

<b>Labour</b>	38%
<b>Conservative</b>	33%
<b>Liberal Democrat</b>	11%
<b>UK Independence Party</b>	9%
<b>Others</b>	9%

**2. Which of the following statements is closest to your own personal opinion about UK membership of the European Union?**

<b>Positive about EU membership</b>	22% (+4)
<b>Negative about EU membership but better off in</b>	19% (-1)
<b>Negative about EU membership but better off out</b>	26% (-8)
<b>No strong views either way</b>	33% (+5)

(Changes compared to Populus/Times poll, December 2012)

**3. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain?**

<b>David Cameron, Nick Clegg and George Osborne</b>	43% (+1)
<b>Ed Miliband and Ed Balls</b>	26% (-1)
<b>Neither of these</b>	17% (-1)
<b>Don't know</b>	13% (-)

(Changes compared to Populus/Times poll, November 2012)

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

I am satisfied with the job David Cameron is doing overall as Prime Minister	28% (+4)
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	28% (-2)
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead	28% (-5)

(Changes compared to Populus/Times poll, December 2012)

5. I am going to read out some words and phrases that have been used to describe different political parties. Regardless of which party you would vote for, please say if you think each word or phrase is true or not true of that party.

	Con	Lab	Lib Dem
Has a good team of leaders	40% (+5)	34% (-3)	25% (-)
Is a united party	29% (-1)	48% (+4)	28% (+4)
Honest and principled	30% (+2)	39% (-1)	29% (-3)
Competent and capable	38% (-1)	41% (-2)	25% (+4)
For ordinary people, not just the better off	26% (+2)	49% (-8)	37% (-6)
Has clear ideas to deal with Britain's problems	37% (-5)	37% (-4)	29% (+4)
Shares my values	34% (+4)	40% (-2)	30% (-1)

(Changes compared to Populus/Times poll, September 2012)

6. Who would you trust more to do each of the following, the Labour Party, the Conservative Party or Liberal Democrats?

	Con	Lab	Lib Dem
Cut the deficit without hurting the most vulnerable	21% (+1)	47% (-)	12% (-4)
Get the balance right between tax rises and spending cuts	27% (-4)	38% (+1)	15% (+2)
Help business to grow and recover	35% (-2)	36% (+1)	10% (-1)
Steer the economy through difficult times	37% (-2)	35% (-)	9% (+2)
Look after the NHS	22% (+2)	52% (-)	11% (-)
Improve standards in schools	31% (-)	40% (+2)	12% (-2)
Tackle abuse in the welfare system	40% (-2)	34% (+2)	9% (-)
Deal with immigration	38% (-3)	28% (+3)	13% (+2)

(Changes compared to Populus/Times poll, September 2012)

7. Would you say you were moving towards or away from each of the following parties?

	Towards	Away
Conservatives	23% (+2)	49% (+7)
Labour	34% (-)	37% (+7)
Lib Dems	12% (-)	53% (+10)
UKIP	28%	31%

(Change since *Project Red Alert*, October 2012)

8. Thinking about Britain's economy, which of the following statements comes closest to your view?

Although things are difficult now, the right decisions are being made and things will improve significantly over the next two or three years	37% (-2)
In two or three years' time, the economy will be <u>no better, or even worse</u> , than it is now	63% (+2)

(Changes compared to *They're Thinking What We're Thinking*, November 2012)

9. 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
Representing Britain in international negotiations	66% (+1)	34% (-1)
Making the right decisions even when they are unpopular	61% (+1)	39% (+1)
Understanding ordinary people	39% (+2)	61% (-2)
Having a clear idea what he wants to achieve	57% (+3)	43% (-3)
Being able to lead a team	59% (+2)	41% (-2)
Doing the job of Prime Minister overall	58% (+2)	42% (-2)

(Change since *Project Red Alert*, October 2012)

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

A Conservative government	32% (-)
A Conservative/Lib Dem coalition	13% (+1)
A Labour/Lib Dem coalition	17% (-1)
A Labour government	38% (-)

(Changes compared to *They're Thinking What We're Thinking*, November 2012)