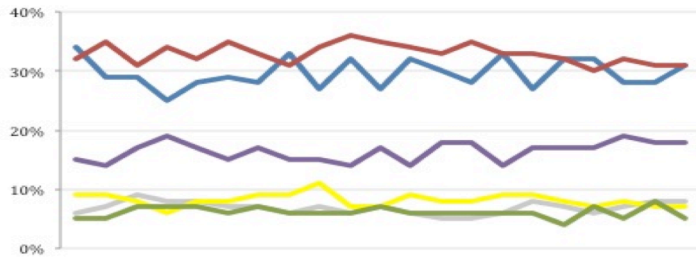


THE ASHCROFT NATIONAL POLL 27 OCTOBER 2014

1,003 adults were interviewed by telephone between 24 – 26 October 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 17 – 19 October]

Conservative	31% (+3)
Labour	31% (-)
Liberal Democrats	7% (-)
UKIP	18% (-)
Green	5% (-3)
Others	8% (-)



Ashcroft National Poll, May – October 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	50	55	56	36	49
Might end up voting differently	50	45	44	64	51

3. Which of the following do you think is the most important issue facing Britain as a whole / you and your family? And which is the second most important? And the third?

% naming in top three [changes since 6 – 8 June 2014]		Britain
1	Improving the NHS	60 (+5)
2	Getting the economy growing and creating jobs	54 (-4)
3	Controlling immigration	48 (+4)
4	Improving schools	33 (-2)
5	Reforming welfare to cut benefit dependency	20 (-1)
6	Dealing with crime	20 (+2)
7	Cutting the deficit and the debt	20 (+2)
8	Protecting the environment	14 (-2)
9	Defending Britain's interests in Europe	14 (+1)
10	Something else	8 (+1)

% naming in top three [changes since 6 – 8 June 2014]		Me/family
1	Improving the NHS	58 (+1)
2	Getting the economy growing and creating jobs	53 (-3)
3	Improving schools	42 (+1)
4	Controlling immigration	33 (+3)
5	Dealing with crime	26 (-)
6	Cutting the deficit and the debt	19 (+4)
7	Protecting the environment	18 (-4)
8	Reforming welfare to cut benefit dependency	18 (-1)
9	Defending Britain's interests in Europe	11 (-)
10	Something else	7 (+1)

4. With our economy facing challenges in the months ahead, whom 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	Con voters	Lab voters	Lib Dem voters	UKIP voters	Swing voters*
Cameron & Osborne	45 (+2)	88	24	46	56	50
Miliband & Balls	26 (+2)	5	65	25	17	19
Neither/Don't know	30 (-2)	7	12	28	26	30

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