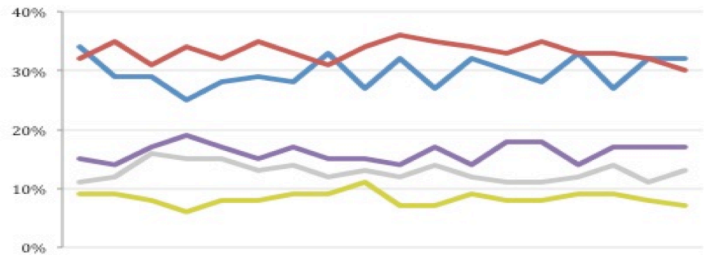


THE ASHCROFT NATIONAL POLL 6 OCTOBER 2014

1,002 adults were interviewed by telephone between 3 and 5 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 26 –28 September]

Conservative	32% (-)
Labour	30% (-2)
Liberal Democrats	7% (-1)
UKIP	17% (-)
Green	7% (+3)
Others	6% (-1)



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	48	56	52	32	42
Might end up voting differently	52	44	48	68	58

3. Overall, would you say Britain is going in the right direction, or the wrong direction?

% (change since 16-18 May)	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Right direction	45 (+1)	80 (-3)	39 (+4)	70 (+13)	26 (+2)	47 (-)
Wrong direction	50 (+1)	19 (+6)	57 (-1)	26 (-11)	72 (+2)	48 (-)

* "Swing voters" do not know how they will vote or say they may yet change their mind.