

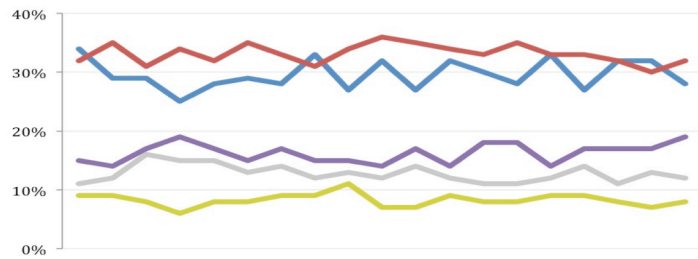
THE ASHCROFT NATIONAL POLL 13 OCTOBER 2014

1,001 adults were interviewed by telephone between 10 and 12 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 3 –5 October]

Conservative	28% (-4)
Labour	32% (+2)
Liberal Democrats	8% (+1)
UKIP	19% (+2)
Green	5% (-2)
Others	7% (+1)



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	55	52	63	47	61
Might end up voting differently	45	48	37	53	39

3. Would you say you were moving towards or away from...?

[Changes since 23 – 25 May]

% towards / away	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
The Conservatives	18 [-1] / 58 +4]	59 / 13	8 / 81	9 / 74	5 / 85	18 [-] / 56 [-2]
Labour	25 [+2] / 47 [-2]	5 / 67	73 / 10	27 / 53	6 / 80	24 [+2] / 46 [-7]
The Liberal Democrats	11 [+3] / 62 [+3]	11 / 59	9 / 75	68 / 15	4 / 87	14 [+4] / 59 [-4]
UKIP	29 [-1] / 46 [+5]	23 / 53	12 / 63	14 / 76	93 / 1	31 [-3] / 45 [+1]

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