

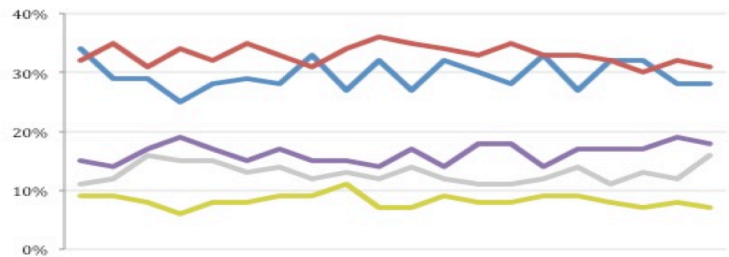
THE ASHCROFT NATIONAL POLL 20 OCTOBER 2014

1,000 adults were interviewed by telephone between 17 – 19 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 10 – 12 October]

Conservative	28% (-)
Labour	31% (-1)
Liberal Democrats	7% (-1)
UKIP	18% (-1)
Green	8% (+3)
Others	8% (+1)



Ashcroft National Poll, May – October 2014

2. The next general election will take place on May 7th 2015, just under a year from now. 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	58	59	43	58
Might end up voting differently	45	42	41	57	42

3. Thinking about Britain's economy – including things like jobs, wages, prices, taxes and interest rates – how do you think the British economy will fare over the next year for the country as a whole / for you and your family?

[Changes since 30 May – 1 June]

%	ALL	Con voters	Lab voters	Lib Dem voters	UKIP voters	Swing voters*
Country as a whole						
Very well	5 (+1)	8	5	6	5	3
Quite well	53 (-1)	75	54	62	49	58
Quite badly	28 (-2)	13	29	30	32	29
Very badly	11 (+4)	3	10	0	9	8
Me and my family						
Very well	7 (+1)	10	7	8	10	4
Quite well	57 (-1)	77	58	68	49	63
Quite badly	25 (-1)	9	28	17	31	23
Very badly	7 (+1)	-	4	2	7	6

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

4. Thinking back to the time of the last general election, in 2010, would you say the country as a whole is / you and your family are better off now than in 2010, or worse off, or about the same?
[Changes since 30 May – 1 June]

%	ALL	Con voters	Lab voters	Lib Dem voters	UKIP voters	Swing voters
Country as a whole						
Better off now than in 2010	24 (-)	48	15	15	22	25
About the same	33 (+1)	34	31	44	28	36
Worse off now than in 2010	42 (-1)	17	55	39	50	38
Me and my family						
Better off now than in 2010	18 (-2)	31	13	24	13	16
About the same	43 (-1)	53	44	40	39	48
Worse off now than in 2010	37 (+1)	14	43	35	47	34

5. Imagine that since 2010 we had had a Labour government, rather than a coalition between the Conservatives and the Liberal Democrats. Do you think the country as a whole / you and your family would be better off than it is now if we had had a Labour government since 2010?
[Changes since 30 May – 1 June]

%	ALL	Con voters	Lab voters	Lib Dem voters	UKIP voters	Swing voters
Country as a whole						
Better off if we'd had Lab govt	22 (-2)	5	57	11	8	17
About the same	38 (+2)	18	37	50	35	46
Worse off if we'd had Lab govt	35 (+1)	76	5	38	54	31
Me and my family						
Better off if we'd had Lab govt	23 (-2)	7	51	14	10	19
About the same	42 (+2)	26	44	48	40	51
Worse off if we'd had Lab govt	30 (-1)	64	4	35	48	24