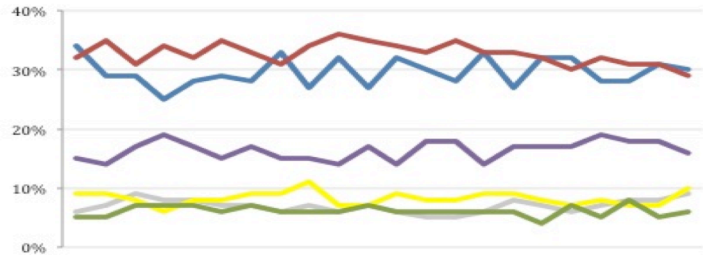


## THE ASHCROFT NATIONAL POLL 3 NOVEMBER 2014

1,002 adults were interviewed by telephone between 31 October and 2 November 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](http://www.LordAshcroftPolls.com).

### 1. If there were a general election tomorrow, which party would you vote for? [Changes since 24 – 26 October]

Conservative	30% (-1)
Labour	29% (-2)
Liberal Democrats	10% (+3)
UKIP	16% (-2)
Green	6% (+1)
Others	9% (+1)



Ashcroft National Poll, May – November 2014

### 2. The next general election will take place on May 7<sup>th</sup> 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	53	54	53	48	57
Might end up voting differently	47	46	47	52	43

### 3. Which of the following statements do you most agree with? [Changes since 13 – 15 June]

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
I am satisfied with the job David Cameron is doing overall as PM	31 (+2)	65	18	40	12	29
I am dissatisfied with the job DC is doing as PM but I'd still prefer to have him as PM rather than Ed Miliband	30 (-)	32	19	34	60	37
I am dissatisfied with the job DC is doing as PM and I'd prefer to have Ed Miliband as PM instead	24 (-4)	2	55	17	13	20

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

### 4. Thinking about the British economy as a whole, and what may happen after the next election in May 2015, do you think you and your family would be better off if we were to have five years of Labour government, or five years of Conservative government, or would it make no difference? [Changes since 13 – 15 June]

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Better off under the Conservatives	23 (+1)	62	1	25	34	21
Better off under Labour	16 (-3)	3	44	9	6	14
It would make no difference	57 (-1)	34	55	63	57	61