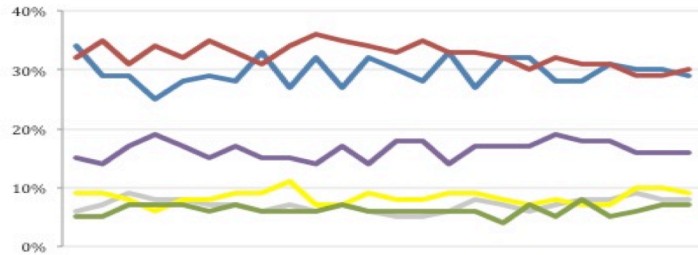


THE ASHCROFT NATIONAL POLL 17 NOVEMBER 2014

1,004 adults were interviewed by telephone between 14 and 16 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.

1. If there were a general election tomorrow, which party would you vote for? [Changes since 7 – 9 November]

Conservative	29% (-1)
Labour	30% (+1)
Liberal Democrats	9% (-1)
UKIP	16% (-)
Green	7% (-)
Others	8% (-)



Ashcroft National Poll, May – November 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	61	56	35	55
Might end up voting differently	45	39	44	65	45

3. Which of the following would you most like to see as the outcome of the next general election? [Change since 19-21 September]

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
A Conservative government	26 (+2)	75	4	11	40	25
A Conservative-Lib Dem coalition	10 (-1)	16	-	47	5	13
A Labour-Lib Dem coalition	10 (-5)	2	13	38	14	13
A Labour government	32 (-2)	3	79	4	19	29
Don't know	22 (+6)	5	3	-	23	21

4. How positive or negative do you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative?

% [changes since 5 – 7 Sept]	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
David Cameron	-1.97 (+7.3)	+59.73	-27.81	-3.59	-14.24	+0.85
THE LABOUR PARTY	-2.09 (+4.25)	-31.45	+51.44	-5.25	-33.62	-0.97
THE CONSERVATIVE PARTY	-4.82 (+6.91)	+60.20	-35.57	-10.26	-8.52	-0.09
Ed Miliband	-15.03 (-1.79)	-40.97	+29.66	-16.76	-44.39	-17.98
THE LIBERAL DEMOCRATS	-18.10 (+6.25)	-20.71	-19.24	+38.76	-41.12	-8.58
UKIP	-20.00 (-1.31)	-26.22	-35.71	-41.30	+69.46	-20.24
Nigel Farage	-21.80 (-2.82)	-23.72	-38.23	-44.66	+62.57	-20.88
Nick Clegg	-22.50 (+3.33)	-19.57	-27.54	+27.12	-46.99	-15.31

* Swing voters don't know how they will vote or may change their mind.