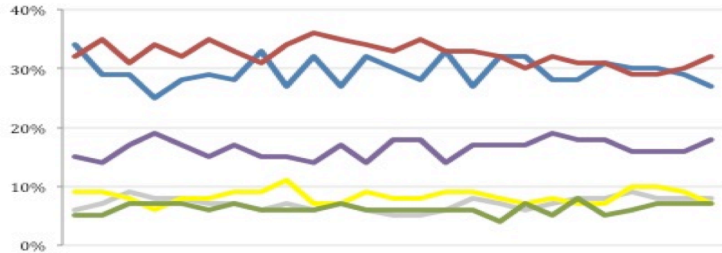


## THE ASHCROFT NATIONAL POLL 24 NOVEMBER 2014

1,004 adults were interviewed by telephone between 21 and 23 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 14 – 16 November]

Conservative	27% (-2)
Labour	32% (+2)
Liberal Democrats	7% (-2)
UKIP	18% (+2)
Green	7% (-)
Others	8% (-)



Ashcroft National Poll, May – November 2014

**2. The next general election will take place on May 7<sup>th</sup> 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	56	59	61	43	56
Might end up voting differently	44	41	39	57	44

[Split sample A: 500 respondents]

**3. Regardless of what you would like to happen, which of the following do you think is the most likely outcome of the general election next May?**

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
A Conservative government	27	49	16	20	32	23
A Conservative-Lib Dem coalition	13	21	7	15	20	15
A Labour-Lib Dem coalition	13	6	19	30	11	15
A Labour government	26	9	51	20	16	24
Don't know	21	15	7	16	21	23

[Split sample B: 500 respondents]

**4. Regardless of what you would like to happen, who do you think is the most likely to be Prime Minister after the general election next May?**

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
David Cameron	59	88	43	56	55	68
Ed Miliband	23	4	44	31	25	22
Neither / Don't know	17	8	13	14	20	10

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