

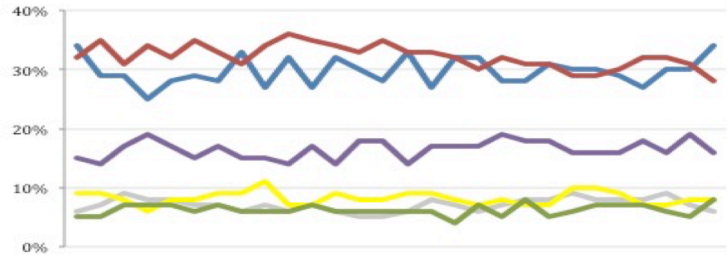
THE ASHCROFT NATIONAL POLL 12 JANUARY 2015

1,002 adults were interviewed by telephone between 9 and 11 January 2015. 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 5 – 7 December]

| | |
|-------------------|----------|
| Conservative | 34% (+4) |
| Labour | 28% (-3) |
| Liberal Democrats | 8% (-) |
| UKIP | 16% (-3) |
| Green | 8% (+3) |
| Others | 6% (-1) |



Ashcroft National Poll, May 2014 – January 2015

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 | 59 | 62 | 73 | 41 | 56 |
| Might end up voting differently | 41 | 38 | 27 | 59 | 44 |

3. Overall, would you say Britain was going in the right direction or the wrong direction?

| % (changes since 19 May 2014) | ALL | Con voters | Lab voters | LD voters | UKIP voters | Swing voters* |
|-------------------------------|---------|------------|------------|-----------|-------------|---------------|
| Right direction | 40 (-4) | 80 | 33 | 45 | 22 | 37 |
| Wrong direction | 52 (+3) | 13 | 62 | 48 | 76 | 52 |
| Don't know | 8 | 6 | 4 | 8 | 2 | 11 |

4. Thinking about you and your family's personal circumstances, which of these statements comes closest to your view even if you don't completely agree with any of them?

| % (change since 8 September 2014) | ALL | Con voters | Lab voters | LD voters | UKIP voters | Swing voters* |
|--|----------|------------|------------|-----------|-------------|---------------|
| The economy is still not recovering from the recession | 23 (+4) | 8 | 29 | 18 | 26 | 22 |
| The economy is recovering from the recession and I am feeling better off as a result | 14 (+2) | 33 | 8 | 13 | 10 | 11 |
| The economy is recovering from recession but I do not feel any better off | 39 (-12) | 33 | 41 | 41 | 45 | 42 |
| The recession did not really make me any worse off in the first place | 24 (+5) | 26 | 23 | 28 | 19 | 25 |

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