

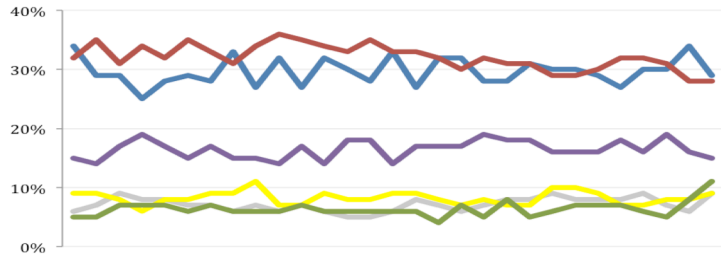
## THE ASHCROFT NATIONAL POLL 19 JANUARY 2015

1,004 adults were interviewed by telephone between 16 and 18 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](http://www.LordAshcroftPolls.com).

### 1. If there were a general election tomorrow, which party would you vote for?

[Changes since 9 – 11 January]

Conservative	29% (-5)
Labour	28% (-)
Liberal Democrats	9% (+1)
UKIP	15% (-1)
Green	11% (+3)
Others	9% (+3)



Ashcroft National Poll, May 2014 – January 2015

### 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	Men	Women	Con voters	Lab voters	LD voters	UKIP voters
Will definitely vote that way	57	59	54	60	59	53	62	
Might end up voting differently	43	41	46	40	41	47	38	

### 3. How much attention are you paying right now to the campaign that the political parties, their leaders and candidates are running for the general election?

	%	ALL	Men	Women	Swing voters*
A great deal of attention	13	18	9	7	
Some attention	37	35	40	37	
A little attention	27	25	30	35	
No attention	22	22	22	21	

### 4. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain – David Cameron and Chancellor of the Exchequer George Osborne, or Ed Miliband and Shadow Chancellor Ed Balls?

	%	ALL	Men	Women	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Cameron and Osborne	41	44	39	93	16	65	37	45	
Miliband and Balls	26	24	28	3	71	18	25	22	
Neither/don't know	33	33	33	4	13	18	38	32	

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