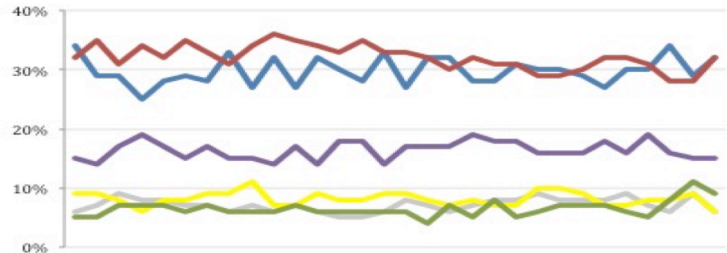


THE ASHCROFT NATIONAL POLL 26 JANUARY 2015

1,001 adults were interviewed by telephone between 23 and 25 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 16 – 18 January]

Conservative	32% (+3)
Labour	32% (+4)
Liberal Democrats	6% (-3)
UKIP	15% (-)
Green	9% (-2)
Others	6% (-3)



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	Men	Women	Con voters	Lab voters	LD voters	UKIP voters
Will definitely vote that way	60	64	55	64	60	39	68	
Might end up voting differently	40	36	45	36	40	61	32	

3. Here is a list of things about the economy that some people have said concern them at the moment. Which three are of most concern to you? [Changes since July 2014]

% naming in top three	ALL	Men	Women	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Rising prices	36 (-5)	35	37	32	44	34	31	35
The level of the country's debts	34 (+4)	35	32	41	27	33	29	32
Low interest rates for savings	33 (+3)	31	35	46	28	36	32	36
Job insecurity	28 (-1)	26	31	21	34	32	22	32
Trouble finding a job	24 (-7)	21	27	18	30	30	24	25
Trouble finding somewhere affordable to live	24 (-3)	24	23	15	29	27	25	28
The chance that interest rates may rise	23 (+1)	21	25	27	20	14	25	24
Problems getting credit from a bank for a mortgage or personal loan	14 (-4)	16	12	16	15	14	14	16
Difficulty making mortgage payments	8 (-)	7	8	5	7	10	11	11
Big loans or credit card debts	7 (-1)	7	8	6	10	9	5	8
Problems getting credit from a bank for business	5 (-2)	7	3	5	4	2	5	3
None of the above	7 (+1)	9	6	6	7	8	11	4

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