

THE ASHCROFT NATIONAL POLL

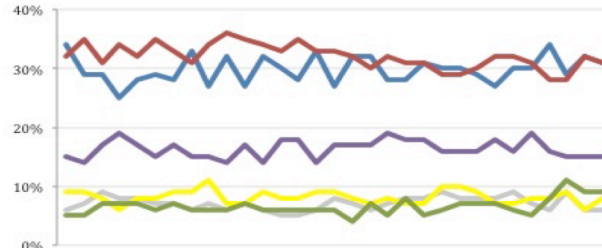
2 FEBRUARY 2015

1,002 adults were interviewed by telephone between 30 January and 1 February 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 23 – 25 Jan]

Conservative	31% (-1)
Labour	31% (-1)
Liberal Democrats	8% (+2)
UKIP	15% (-)
Green	9% (-)
Others	6% (-)



Ashcroft National Poll, May 2014 – February 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	66	66	38	53
Might end up voting differently	41	34	34	62	47

3. Leaving aside the question of which party you may vote for in the election, which of these statements is closer to your own view about Britain today:

%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Although the last few years have been difficult, the country is heading in the right direction and we need to stay on the same path	45	84	28	48	34	47
The policies of the last few years have failed and it is time for a change	51	15	70	50	63	49

4. Which of the following statements comes closest to your own view about the Labour Party, even if none describes exactly what you think? [Changes since 12-14 September 2014]

% naming in top three	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Labour have learned the right lessons from what went wrong during their time in government, and can be trusted to run the country again	26 (+1)	7	63	16	9	24
Labour have not yet learned the right lessons from what went wrong during their time in government, and cannot yet be trusted to run the country again	58 (-1)	88	10	54	86	57
The last Labour government did a pretty good job, and I don't think they have to learn lessons in order for me to be happy for them to run the country again	17 (+1)	5	27	30	6	19

5. I am going to read out some reasons people have given for not voting Labour. Please can you say in each case whether or not it is one of the concerns you have about voting Labour. [Changes since 12-14 September 2014]

% naming in top three	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
They have not made clear what they would do to improve things	61 (+1)	66	36	69	82	70
They might spend and borrow more than the country can afford	63 (+5)	84	41	54	80	64
They have other policies that I think would be bad for the country	50 (+1)	70	25	35	73	48
They might not have learned the right lessons from their time in government	60 (-)	80	33	60	86	60
I don't think Ed Miliband would be a good Prime Minister	60 (+3)	80	44	52	72	63
I'm not sure Labour are on the side of people like me	46 (+1)	58	15	31	75	42

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