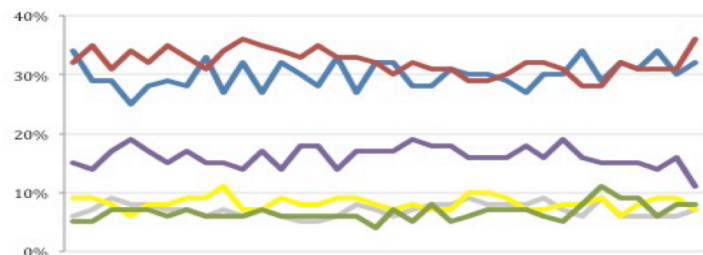


THE ASHCROFT NATIONAL POLL 23 FEBRUARY 2015

1,000 adults were interviewed by telephone between 20 and 22 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 13 – 15 Feb]

Conservative	32% (+2)
Labour	36% (+5)
Liberal Democrats	7% (-2)
UKIP	11% (-5)
Green	8% (-)
Others	7% (+1)



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	Men	Women	Con voters	Lab voters	LD voters	UKIP voters
Will definitely vote that way	57	59	55	63	60	35	56	
Might end up voting differently	43	41	45	37	40	65	44	

3. Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or UKIP?

	%	Con	Lab	LDs	UKIP	Lead
Getting the economy growing and creating jobs	40	33	5	5	7	
Cutting the deficit and the debt	45	23	6	6	22	
Dealing with crime	31	30	7	9	1	
Improving the NHS	21	45	7	6	24	
Steering the economy through difficult times	43	28	7	5	15	
Improving standards in schools	26	37	11	4	11	
Tackling the cost of living	30	38	8	6	8	
Introducing practical policies that will work in the long run	31	28	9	8	3	
Reforming the welfare system to cut benefit dependency	39	28	6	8	11	
Dealing with immigration	22	22	6	31	9	
Britain's relationship with the European Union	29	28	9	16	1	