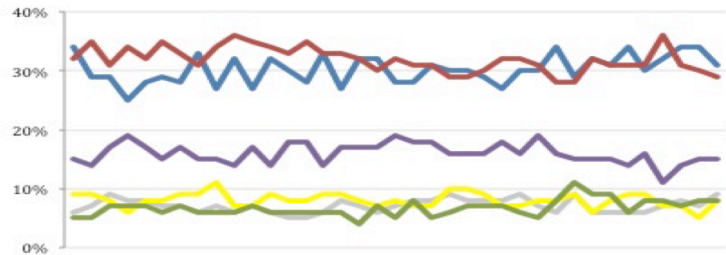


## THE ASHCROFT NATIONAL POLL 16 MARCH 2015

1,002 adults were interviewed by telephone between 13 and 15 March 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 6 – 8 Mar]

Conservative	31% (-3)
Labour	29% (-1)
Liberal Democrats	8% (+3)
UKIP	15% (-)
Green	8% (-)
Others	9% (+2)



Ashcroft National Poll, May 2014 – March 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	60	65	54	65	68	35	59	
Might end up voting differently	40	35	46	35	32	65	41	

### 3. Which of the following do you think is the most important issue facing Britain as a whole / you and your family? And which is the second most important? And the third?

% naming in top three (changes since 24-26 Oct 2014)		Britain
1	Improving the NHS	64 (+4)
2	Getting the economy growing and creating jobs	56 (+2)
3	Controlling immigration	42 (-6)
4	Improving schools	35 (+2)
5	Reforming welfare to cut benefit dependency	21 (+1)
6	Cutting the deficit and the debt	20 (-)
7	Dealing with crime	18 (-2)
8	Protecting the environment	17 (+3)
9	Defending Britain's interests in Europe	10 (-4)
10	Something else	8 (-)

% naming in top three (changes since 24-26 Oct 2014)		Me/family
1	Improving the NHS	68 (+10)
2	Getting the economy growing and creating jobs	53 (-)
3	Improving schools	37 (-5)
4	Controlling immigration	28 (-5)
5	Dealing with crime	24 (-2)
6	Protecting the environment	21 (+3)
7	Reforming welfare to cut benefit dependency	21 (+3)
8	Cutting the deficit and the debt	17 (-2)
9	Defending Britain's interests in Europe	9 (-2)
10	Something else	8 (+1)

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

% (changes since Oct 14)	ALL	Con voters	Lab voters	Lib Dem voters	UKIP voters	Swing voters*
Cameron & Osborne	43 (-2)	94	21	43	47	49
Miliband & Balls	26 (-)	3	63	34	22	20
Neither/Don't know	30	4	16	22	31	31

\* Those who say they don't know how they will vote or may switch from their current party before the election.