

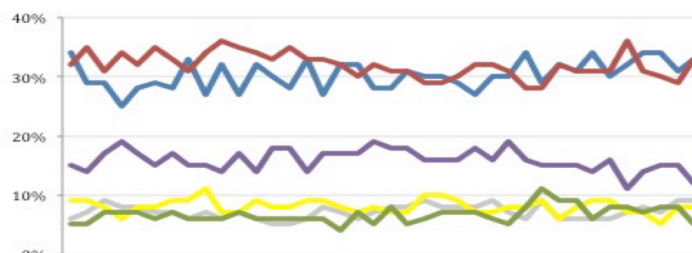
THE ASHCROFT NATIONAL POLL 23 MARCH 2015

1,003 adults were interviewed by telephone between 20 and 22 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.

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

[Changes since 13 – 15 Mar]

Conservative	33% (+2)
Labour	33% (+4)
Liberal Democrats	8% (-)
UKIP	12% (-3)
Green	5% (-3)
Others	9% (-)



Ashcroft National Poll, May 2014 – March 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	61	65	56	69	61	42	60	
Might end up voting differently	39	35	44	31	39	58	40	

3. 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 13-15 March)	ALL	Con voters	Lab voters	Lib Dem voters	UKIP voters	Swing voters*
Cameron & Osborne	43 (-)	90	20	37	49	47
Miliband & Balls	25 (-1)	3	63	27	20	24
Neither/Don't know	33	7	16	36	31	39

4. Thinking about the British economy as a whole, and what may happen after the next election in May 2015, do you think you and your family would be better off if we were to have five years of Labour government, or five years of Conservative government, or would it make no difference?

% (changes since 3 November 2014)	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Better off under the Conservatives	23 (-)	67	3	14	28	20
Better off under Labour	18 (+2)	2	43	16	10	15
It would make no difference	53 (-4)	30	53	61	58	57

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