

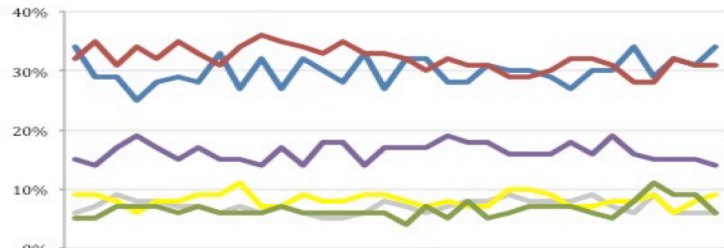
THE ASHCROFT NATIONAL POLL 9 FEBRUARY 2015

1,003 adults were interviewed by telephone between 6 and 8 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 30 Jan – 1 Feb]

Conservative	34% (+3)
Labour	31% (-)
Liberal Democrats	9% (+1)
UKIP	14% (-1)
Green	6% (-3)
Others	6% (-3)



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	60	55	65	61	39	59	
Might end up voting differently	43	40	45	35	39	61	41	

3. Which of the following statements do you most agree with?

% [changes since Nov '14]	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
I am satisfied with the job David Cameron is doing overall as PM	30 (-1)	60	13	26	23	30
I am dissatisfied with the job DC is doing as PM but I'd still prefer to have him as PM rather than Ed Miliband	29 (-1)	38	13	46	45	36
I am dissatisfied with the job DC is doing as PM and I'd prefer to have Ed Miliband as PM instead	27 (+3)	1	69	18	19	23

4. Thinking about David Cameron as PM and Ed Miliband if he were to become PM, who do you think would do a better job when it came to...

% DC / EM [changes since Sept '14]	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Representing Britain in international negotiations	61 [+3] 25 [-3]	95 / 2	37 / 58	68 / 27	74 / 14	68 / 20
Making the right decisions even when they are unpopular	57 [+2] 28 [-4]	92 / 3	32 / 64	70 / 27	70 / 19	59 / 26
Understanding ordinary people	37 [+4] 41 [-8]	75 / 12	11 / 83	37 / 48	45 / 35	35 / 43
Having a clear idea of what they want to achieve	54 [+3] 27 [-5]	89 / 4	31 / 63	66 / 26	57 / 28	59 / 24
Being able to lead a team	60 [+5] 24 [-7]	96 / 3	33 / 57	69 / 25	71 / 17	65 / 20
Doing the job of PM overall	58 [+3] 27 [-6]	98 / 1	27 / 68	64 / 31	68 / 20	63 / 24

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