

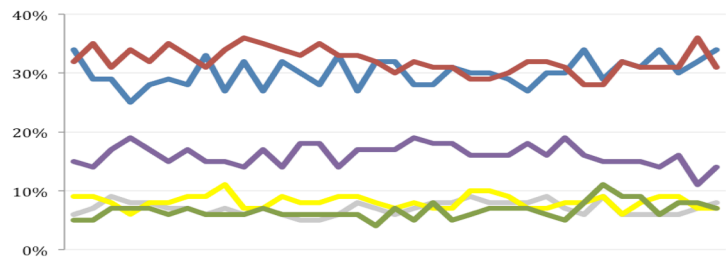
THE ASHCROFT NATIONAL POLL 2 MARCH 2015

1,003 adults were interviewed by telephone between 2 February and 1 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 20 – 22 Feb]

Conservative	34% (+2)
Labour	31% (-5)
Liberal Democrats	7% (-)
UKIP	14% (+3)
Green	7% (-1)
Others	8% (+1)



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	55	58	52	62	58	41	57
Might end up voting differently	45	42	48	38	42	59	43

3. I am going to read a list of things that may or may not happen over the next five years. Can you say whether you think each would be more likely to happen under a Conservative government, or under Labour, or if you think they are equally likely under a government of either party?

% saying more likely under...	Cons	Lab	Equally	Don't know
A significant fall in immigration to the UK	26	13	50	11
Higher taxes for people like you	26	29	37	7
Strong economic growth, with more jobs and higher incomes	36	21	36	7
An increase in the country's borrowing and debt	11	42	41	6
Lower crime rates	17	14	62	7
More houses being built	17	30	46	6
Effective action to move people from welfare benefits into work	45	16	33	6
Action to tackle tax avoidance by rich individuals and companies	15	40	39	7
Improvements in the NHS	13	37	43	7
Higher standards in schools	22	23	48	7
A higher standard of living for you and your family	26	26	40	8