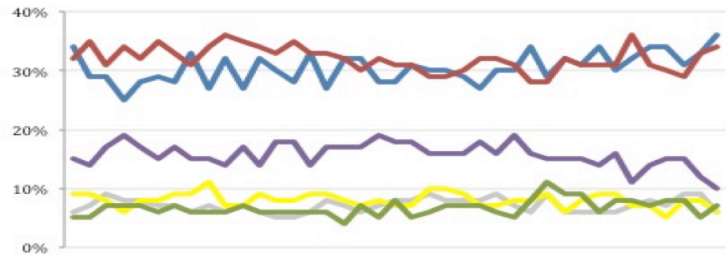


THE ASHCROFT NATIONAL POLL 30 MARCH 2015

1,004 adults were interviewed by telephone between 27 and 29 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 Mar]

Conservative	36% (+3)
Labour	34% (+1)
Liberal Democrats	6% (-2)
UKIP	10% (-2)
Green	7% (+2)
Others	6% (-3)



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	64	57	62	66	46	64	
Might end up voting differently	39	36	43	38	34	54	36	

3. 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 Feb '15]	ALL	C voters	L voters	LD voters	UKIP voters	Swing*
Representing Britain in international negotiations	56 [-5] / 28 [+3]	94 / 2	33 / 61	74 / 9	57 / 25	62 / 22
Making the right decisions even when they are unpopular	54 [-3] / 31 [+3]	94 / 3	22 / 71	54 / 23	53 / 34	56 / 26
Understanding ordinary people	33 [-4] / 45 [+4]	68 / 17	9 / 86	32 / 39	39 / 33	30 / 45
Having a clear idea of what they want to achieve	50 [-4] / 31 [+4]	88 / 4	20 / 73	53 / 21	53 / 29	52 / 25
Being able to lead a team	57 [-3] / 27 [+3]	95 / 2	28 / 65	58 / 17	58 / 26	61 / 22
Doing the job of PM overall	55 [-3] / 29 [+2]	96 / 2	23 / 70	71 / 9	57 / 24	61 / 22

4. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true or not true of each party.

% DC / EM	Cons	Lab	LDs	UKIP	Lead Nov '14	Lead Mar '15
Honest and principled	39	48	38	27	Lab 4	Lab 9
A united party	43	44	35	38	Con 3	Lab 1
Has clear ideas to deal with Britain's problems	54	49	34	33	Con 8	Con 5
Competent and capable	55	48	27	18	Con 9	Con 7
Shares my values	37	47	34	24	Lab 3	Lab 10
On the side of people like me	37	51	36	29	Lab 8	Lab 14
Willing to take tough decisions for the long term	64	50	34	32	Con 14	Con 14
Reasonable and sensible	53	57	47	21	Con 2	Lab 4
Its heart is in the right place	47	65	54	37	Lab 11	Lab 18
Stands for fairness	38	63	52	27	Lab 13	Lab 25
Says things that need to be said that other parties are scared to say	42	39	29	58	UKIP 23	UKIP 16

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