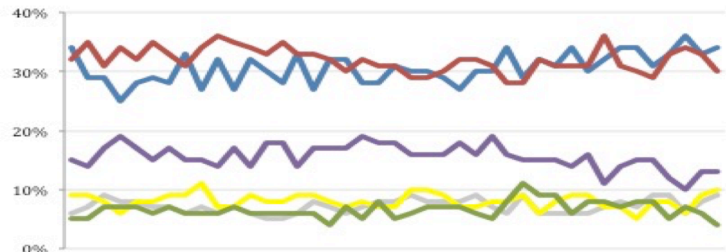


## THE ASHCROFT NATIONAL POLL 20 APRIL 2015

1,002 adults were interviewed by telephone between 17 and 19 April 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 10 – 12 Apr]

Conservative	34% (+1)
Labour	30% (-3)
Liberal Democrats	10% (+1)
UKIP	13% (-)
Green	4% (-2)
Others	9% (+1)



Ashcroft National Poll, May 2014 – April 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	66	65	66	70	71	44	62
Might end up voting differently	34	35	34	30	29	56	38

### 3. Would you say you were moving towards or away from ...

% [changes since July '14]	Conservatives		Labour		Lib Dems		UKIP	
	All	Swing*	All	Swing*	All	Swing*	All	Swing*
Moving towards	24 [+7]	24 [+9]	28 [+2]	35 [+8]	14 [+7]	19 [+8]	22 [-3]	26 [+1]
Neither towards nor away	26 [-3]	27 [-1]	25 [-3]	24 [-3]	31 [+1]	30 [+3]	25 [-4]	20 [-3]
Moving away	50 [-4]	49 [-8]	46 [-]	42 [-4]	55 [-7]	51 [-11]	53 [+7]	54 [+2]

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