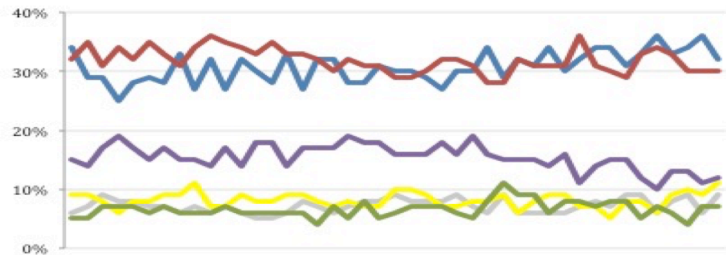


THE ASHCROFT NATIONAL POLL 5 MAY 2015

1,001 adults were interviewed by telephone between 1 and 3 May 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 24 – 26 Apr]

Conservative	32% (-4)
Labour	30% (-)
Liberal Democrats	11% (+2)
UKIP	12% (+1)
Green	7% (-)
Others	9% (+3)



Ashcroft National Poll, May 2014 – May 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	72	77	67	79	76	58	63	
Might end up voting differently	28	23	33	21	24	42	37	

3. Leaving aside the question of which party you may vote for in the election, which of these statements is closer to your own view about Britain today:

	% (change since Feb '15)	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Although the last few years have been difficult, the country is heading in the right direction and we need to stay on the same path	41 (-4)	89	17	62	31	40	
The policies of the last few years have failed and it is time for a change	51 (-)	10	80	33	66	53	

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