

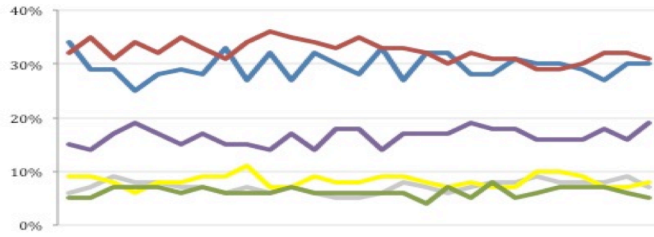
1,001 adults were interviewed by telephone between 5 and 7 December 2014. Results have been weighted to be representative of all adults in Great Britain. Half of the interviews were conducted by landline and half by mobile phone. Results are weighted by recalled past vote at the last general election 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.

THE ASHCROFT NATIONAL POLL

8 DECEMBER 2014

1. If there were a general election tomorrow, which party would you vote for?
[Changes since 28 – 30 Nov]

Conservative	30% (-)
Labour	31% (-1)
Liberal Democrats	8% (+1)
UKIP	19% (+3)
Green	5% (-1)
Others	7% (-2)



Ashcroft National Poll, May – December 2014

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	Con voters	Lab voters	LD voters	UKIP voters
Will definitely vote that way	55	60	57	33	61
Might end up voting differently	45	40	43	67	39

3. Imagine that instead of having to choose one candidate by putting an 'X' next to their name, the voting system at general elections allowed you to put a '1' next to the name of the candidate you most support, a '2' next to your second preference, a '3' next to your third preference, and so on.

If no candidate received more than half of everyone's first choice votes, the candidate with the fewest first choice votes would be eliminated. The votes from this eliminated candidate would be applied to the remaining candidates based on the second choice that his or her voters had given. This process would then be repeated until one candidate had more than half of all the votes. Using this method your vote might still count even if your first choice candidate/party stood little chance of winning in your constituency...

...If there were a general election tomorrow, under this system, which would be your first choice party? And which party, if any, would be your second choice? And which party, if any, would be your third choice?

Those naming a party	Turnout weighted [%]	ALL	Q1 (FPTP) Con voters	Q1 (FPTP) Lab voters	Q1 (FPTP) LD voters	Q1 (FPTP) UKIP voters	Swing voters*
FIRST CHOICE	Con	30	98	1	6	4	28
	Lab	33	1	95	10	6	32
	Lib Dem	9	1	1	84	-	13
	UKIP	18	-	-	-	90	14
	Green	6	-	3	-	-	9
	Another party	5	-	-	-	-	4
SECOND CHOICE	Con	17	2	13	28	45	17
	Lab	20	22	4	28	24	25
	Lib Dem	25	32	39	11	7	25
	UKIP	18	39	11	1	11	18
	Green	11	2	20	23	8	9
	Another party	8	2	12	8	6	6
THIRD CHOICE	Con	16	1	22	26	17	18
	Lab	18	26	-	37	25	17
	Lib Dem	27	39	29	-	19	22
	UKIP	12	19	16	4	2	10
	Green	14	11	17	24	11	23
	Another party	14	5	15	8	27	12

* Swing voters do not know how they will vote or say they may change their mind

Final Alternative Vote result:

Labour	53	Conservative	47
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4. Thinking about the two ways of voting we have just talked about, which system do you think should be used for general elections in the UK?

	%	ALL
Choosing a single candidate with an 'X' and the candidate with the most votes is the winner		60
Choosing candidates in order of preference, with votes transferred until one candidate has more than half of all votes		35