

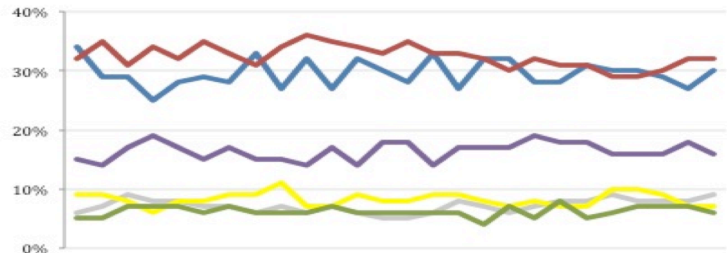
THE ASHCROFT NATIONAL POLL 1 DECEMBER 2014

1,003 adults were interviewed by telephone between 28 and 30 November 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.

1. If there were a general election tomorrow, which party would you vote for?

[Changes since 21 – 23 November]

Conservative	30% (+3)
Labour	32% (-)
Liberal Democrats	7% (-)
UKIP	16% (-2)
Green	6% (-1)
Others	9% (+1)



Ashcroft National Poll, May - November 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	59	62	28	61
Might end up voting differently	45	41	38	72	39

3. Some people think that after the general election next year neither Labour nor the Conservatives will have enough MPs to form a government on their own, and the party with the most seats may need to form a coalition with one or more of the smaller parties. Would you be happy or unhappy to see each of the following parties becoming part of a coalition government after the next election?

	%	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Green Party [+10]	Happy	52	42	62	65	31	61
	Unhappy	42	56	35	27	65	34
Liberal Democrats [-]	Happy	48	52	51	91	27	60
	Unhappy	48	46	47	9	70	35
Plaid Cymru [-13]	Happy	37	35	44	42	28	42
	Unhappy	50	57	47	46	62	45
UKIP [-15]	Happy	40	39	25	25	92	42
	Unhappy	55	58	73	72	7	52
SNP [-28]	Happy	32	21	41	36	23	35
	Unhappy	60	77	53	58	73	56
SDLP [-31]	Happy	29	20	41	39	24	31
	Unhappy	60	72	47	50	72	56
DUP [-37]	Happy	24	26	26	30	24	26
	Unhappy	61	63	61	62	67	57
Sinn Fein [-58]	Happy	15	11	18	14	8	15
	Unhappy	73	80	72	72	84	70

* Swing voters don't know how they will vote or may change their mind.