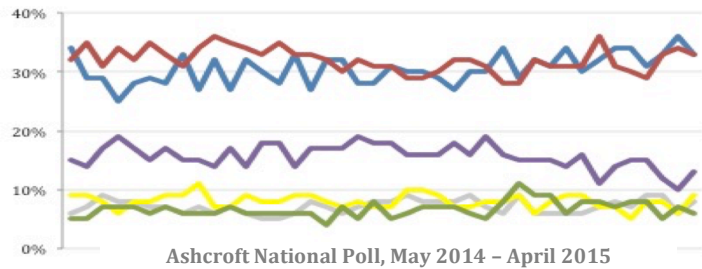


THE ASHCROFT NATIONAL POLL 13 APRIL 2015

1,003 adults were interviewed by telephone between 10 and 12 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.

1. If there were a general election tomorrow, which party would you vote for?
[Changes since 27 – 29 Mar]

Conservative	33% (-3)
Labour	33% (-1)
Liberal Democrats	9% (+3)
UKIP	13% (+3)
Green	6% (-1)
Others	8% (+2)



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	67	69	64	69	71	59	69	
Might end up voting differently	33	31	36	31	29	41	31	

3. How positive or negative do you feel about each of the following, using a scale from --100 (very negative) to +100 (very positive), where zero means neither positive nor negative.

% [changes since 16 Feb 2015]	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
David Cameron	+0.01 (+6.22)	+61.29	-37.75	+22.67	-9.25	+0.87
THE LABOUR PARTY	-2.84 (-0.10)	-31.22	+53.83	-5.74	-26.20	+2.60
THE CONSERVATIVE PARTY	-3.73 (+5.50)	+59.67	-44.52	+13.12	-10.64	-2.47
Ed Miliband	-8.76 (+6.62)	-40.48	+41.10	-4.68	-29.29	-5.75
THE LIBERAL DEMOCRATS	-14.63 (+1.82)	-20.69	-14.88	+49.88	-27.95	-8.65
Nick Clegg	-16.83 (+2.29)	-17.30	-20.69	+37.43	-27.05	-10.57
Nigel Farage	-25.49 (+2.17)	-25.00	-52.53	-30.00	+58.35	-30.12
UKIP	-25.99 (+0.47)	-27.85	-50.63	-34.60	+59.31	-28.05

4. Thinking about the coalition government since 2010, made up of Conservatives and Liberal Democrats, do you think the Liberal Democrats have had too much influence over the decisions of the government, or not enough influence, or about the right amount of influence?

% [changes since 16 Feb 2015]	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
The Lib Dems seem to have too much influence within the coalition government	12 (-1)	22	7	2	22	10
The Lib Dems seem to have the right amount of influence within the coalition	32 (-2)	52	21	41	31	35
The Lib Dems do not seem to have enough influence within the coalition	43 (-5)	25	65	54	41	45
Don't know	13 (+4)	2	7	2	5	10

5. Overall, would you say Britain is going in the right direction, or the wrong direction?

% (changes since 12 Jan 2015)	ALL	Con voters	Lab voters	LD voters	UKIP voters	Swing voters*
Right direction	48 (+8)	84	28	73	34	49
Wrong direction	45 (-7)	13	67	22	61	45
Don't know	7 (-1)	3	5	5	5	6

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