

POST-VOTE DAY POLL

7 MAY 2015

12,253 adults who had voted in the general election were interviewed online or by telephone on 7 May 2015.
Full data tables are available at www.LordAshcroftPolls.com.

1. Which party did you vote for in the general election?

| | |
|-------------------|-----|
| Conservative | 34% |
| Labour | 31% |
| Liberal Democrats | 9% |
| UKIP | 14% |
| Green | 5% |
| SNP | 5% |
| Others | 2% |

2. When did you finally decide which party to vote for?

| | % | ALL | Voted Con | Voted Lab | Voted LD | Voted UKIP | Voted Green | Voted SNP |
|---|----|-----|-----------|-----------|----------|------------|-------------|-----------|
| On polling day | 11 | 8 | 11 | 15 | 12 | 18 | 5 | |
| In the last few days | 12 | 9 | 13 | 20 | 10 | 15 | 4 | |
| In the last week | 10 | 9 | 9 | 16 | 9 | 12 | 4 | |
| In the last month | 18 | 17 | 17 | 19 | 18 | 26 | 12 | |
| Since the beginning of the year | 13 | 12 | 10 | 7 | 23 | 13 | 20 | |
| Longer ago than a year | 11 | 9 | 10 | 7 | 19 | 8 | 22 | |
| I've always known how I would end up voting | 26 | 35 | 31 | 15 | 9 | 9 | 32 | |

3. Which party did you vote for in the previous general election, held in 2010?

| % saying they voted... | ALL | Voted Con | Voted Lab | Voted LD | Voted UKIP | Voted Green | Voted SNP |
|------------------------|-----|-----------|-----------|----------|------------|-------------|-----------|
| Con in 2010 | 39 | 81 | 9 | 14 | 43 | 9 | 3 |
| Lab in 2010 | 26 | 5 | 64 | 8 | 14 | 18 | 24 |
| Lib Dem in 2010 | 24 | 11 | 24 | 75 | 18 | 50 | 17 |
| UKIP in 2010 | 4 | 2 | 1 | 1 | 19 | 1 | 1 |
| Green in 2010 | 2 | - | 1 | 1 | 1 | 19 | 1 |
| SNP in 2010 | 3 | - | - | 1 | - | 1 | 53 |
| Another party | 3 | - | - | - | 4 | 1 | - |

5. Which party have you usually voted for in previous general elections?

| % saying they have usually voted... | Voted Con | Voted Lab | Voted LD | Voted UKIP | Voted Green | Voted SNP |
|--|-----------|-----------|----------|------------|-------------|-----------|
| Conservative | 70 | 5 | 16 | 40 | 6 | 3 |
| Labour | 9 | 68 | 18 | 25 | 29 | 36 |
| Liberal Democrat | 7 | 8 | 45 | 9 | 25 | 7 |
| UKIP | - | - | - | 6 | - | - |
| Green | - | 1 | 1 | 1 | 13 | 1 |
| SNP | - | - | - | - | - | 37 |
| Another party | - | - | - | - | - | - |
| I've voted for different parties and not usually voted one way | 7 | 7 | 12 | 10 | 13 | 7 |
| Have not voted in previous elections | 6 | 9 | 6 | 7 | 13 | 7 |

6. Here are some reasons people have given for deciding on the party they ended up voting for. Which three were the most important in your decision?

| % naming in top three reasons | ALL | Voted Con | Voted Lab | Voted LD | Voted UKIP | Voted Green | Voted SNP |
|---|-----|-----------|-----------|----------|------------|-------------|-----------|
| I have ALWAYS VOTED for that party | 22 | 24 | 33 | 17 | 4 | 7 | 23 |
| I trusted the MOTIVES AND VALUES of that party more than those of other parties | 75 | 71 | 75 | 71 | 81 | 89 | 91 |
| I preferred the PROMISES made by the party I voted for more than the promises of the other parties | 62 | 49 | 65 | 51 | 83 | 81 | 76 |
| I thought the LEADER of the party I chose would make the BEST PRIME MINISTER | 45 | 71 | 39 | 19 | 38 | 13 | 17 |
| I thought the senior members of the party I chose would make a MORE COMPETENT GOVERNMENT | 33 | 46 | 26 | 30 | 21 | 22 | 38 |
| I voted tactically to STOP ANOTHER PARTY from winning | 19 | 12 | 22 | 34 | 20 | 19 | 12 |
| I voted for who I thought was the BEST CANDIDATE LOCALLY regardless of their party | 25 | 18 | 25 | 43 | 22 | 32 | 28 |

7. What are the three most important issues for the country as a whole / for you and your family?

| % naming in top three – “Britain as a whole” | | ALL | Voted Con | Voted Lab | Voted LD | Voted UKIP | Voted Green | Voted SNP |
|--|---|-----|-----------|-----------|----------|------------|-------------|-----------|
| 1 | Improving the NHS | 55 | 39 | 76 | 58 | 44 | 57 | 62 |
| 2 | Getting the economy growing and creating jobs | 51 | 61 | 50 | 58 | 27 | 43 | 61 |
| 3 | Controlling immigration | 41 | 47 | 28 | 24 | 87 | 13 | 18 |
| 4 | Improving schools | 13 | 7 | 19 | 19 | 4 | 21 | 16 |
| 5 | Reforming welfare to cut benefit dependency | 20 | 31 | 12 | 19 | 20 | 10 | 12 |
| 6 | Cutting the deficit and the debt | 30 | 52 | 15 | 37 | 23 | 14 | 15 |
| 7 | Dealing with crime | 6 | 5 | 7 | 6 | 8 | 4 | 4 |
| 8 | Protecting the environment | 9 | 3 | 9 | 13 | 3 | 53 | 12 |
| 9 | Defending Britain’s interests in Europe | 18 | 23 | 8 | 14 | 37 | 5 | 8 |
| 10 | Tackling the cost of living crisis | 25 | 13 | 41 | 24 | 14 | 31 | 38 |
| 11 | Something else | 12 | 5 | 14 | 13 | 13 | 24 | 25 |

| % naming in top three – “me & my family” | | ALL | Voted Con | Voted Lab | Voted LD | Voted UKIP | Voted Green | Voted SNP |
|--|---|-----|-----------|-----------|----------|------------|-------------|-----------|
| 1 | Improving the NHS | 58 | 49 | 70 | 61 | 48 | 59 | 60 |
| 2 | Getting the economy growing and creating jobs | 42 | 49 | 41 | 46 | 26 | 36 | 48 |
| 3 | Controlling immigration | 29 | 33 | 18 | 15 | 68 | 10 | 11 |
| 4 | Improving schools | 17 | 13 | 22 | 22 | 9 | 22 | 18 |
| 5 | Reforming welfare to cut benefit dependency | 12 | 18 | 7 | 11 | 15 | 6 | 7 |
| 6 | Cutting the deficit and the debt | 20 | 35 | 10 | 23 | 16 | 9 | 10 |
| 7 | Dealing with crime | 10 | 10 | 10 | 9 | 12 | 7 | 7 |
| 8 | Protecting the environment | 12 | 6 | 12 | 20 | 5 | 52 | 17 |
| 9 | Defending Britain’s interests in Europe | 13 | 20 | 6 | 9 | 26 | 4 | 5 |
| 10 | Tackling the cost of living crisis | 44 | 35 | 57 | 44 | 35 | 45 | 56 |
| 11 | Something else | 11 | 6 | 12 | 12 | 11 | 17 | 21 |

8. Which of the following do you think would make the best Prime Minister?

| | % | ALL | Voted Con | Voted Lab | Voted LD | Voted UKIP | Voted Green | Voted SNP |
|---------------|----|-----|-----------|-----------|----------|------------|-------------|-----------|
| David Cameron | 50 | 97 | 7 | 52 | 56 | 19 | 16 | |
| Ed Miliband | 33 | 1 | 79 | 21 | 13 | 47 | 39 | |
| Don’t know | 17 | 2 | 13 | 27 | 31 | 34 | 45 | |

9. Thinking about your own personal situation, which of these statements comes closest to your view, even if you don't completely agree with any of them?

| | % | ALL | Voted Con | Voted Lab | Voted LD | Voted UKIP | Voted Green | Voted SNP |
|---|----|-----|-----------|-----------|----------|------------|-------------|-----------|
| I am already feeling some of the benefits of an economic recovery | 26 | 49 | 10 | 27 | 18 | 14 | 9 | |
| I am not feeling the benefits of an economic recovery yet but I expect to do so at some point | 37 | 39 | 38 | 42 | 31 | 26 | 30 | |
| I am not feeling the benefits of an economic recovery and I don't expect to | 37 | 11 | 52 | 32 | 51 | 59 | 61 | |

10. Thinking about the state of Britain’s economy and the amount the government spends and borrows, which of these statements comes closest to your view, even if you don’t completely agree with any of them?

| | % | ALL | Voted Con | Voted Lab | Voted LD | Voted UKIP | Voted Green | Voted SNP |
|--|----|-----|-----------|-----------|----------|------------|-------------|-----------|
| The national economy is not yet fully fixed, so we will need to continue with austerity and cuts in government spending over the next five years | 46 | 84 | 17 | 45 | 46 | 19 | 11 | |
| While a period of austerity was needed to fix the national economy, we don’t need another five years of cuts in government spending | 30 | 14 | 43 | 39 | 34 | 26 | 36 | |
| Austerity and cuts in government spending were never really needed to fix the national economy, it was just an excuse to cut public services | 24 | 2 | 40 | 16 | 20 | 55 | 53 | |