

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	11	8	11	15	12	18	5
In the last few days	12	12	9	13	20	10	15	4
In the last week	10	10	9	9	16	9	12	4
In the last month	18	18	17	17	19	18	26	12
Since the beginning of the year	13	13	12	10	7	23	13	20
Longer ago than a year	11	11	9	10	7	19	8	22
I've always known how I would end up voting	26	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	