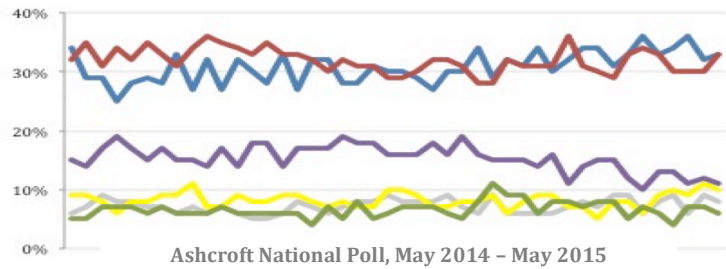


THE ASHCROFT NATIONAL POLL 7 MAY 2015

3,028 adults were interviewed by telephone on 5 and 6 May 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 1 – 3 May]

Conservative	33% (+1)
Labour	33% (+3)
Liberal Democrats	10% (-1)
UKIP	11% (-1)
Green	6% (-1)
Others	8% (-1)



2. On Thursday, will you definitely vote [for the party you named] or might you end up voting differently when the time comes?

	%	ALL	Men	Women	Con voters	Lab voters	LD voters	UKIP voters
Will definitely vote that way	79	81	81	78	81	80	68	84
Might end up voting differently	21	19	19	22	19	20	32	16

3. When did you finally decide which party to vote for?
[Those saying they have definitely decided or have already voted by post]

	%	ALL	Con voters	Lab voters	LD voters	UKIP voters
In the last few days	7	5	5	8	8	5
In the last week	9	8	8	8	17	7
In the last month	19	17	17	17	29	20
Since the beginning of the year	14	14	14	8	7	26
Longer ago than a year	17	13	13	14	16	33
I have always known how I would end up voting	34	43	43	45	24	9

4. After the General Election this week it may be that neither Labour nor the Conservatives will have enough MPs to form a government on their own, and more than one party will need to work together. Would you be happy or unhappy to see each of the following parties having a major say in what happens after the election?

% [net 'happy']	ALL		Con voters		Lab voters		Lib Dem voters		UKIP voters	
	Happy	Unhappy	Happy	Unhappy	Happy	Unhappy	Happy	Unhappy	Happy	Unhappy
Liberal Democrats [+15]	54	39	63	34	53	43	98	2	35	60
Green Party [+4]	48	44	32	64	63	32	64	34	28	67
Plaid Cymru [-25]	30	55	19	73	43	45	35	51	20	71
UKIP [-28]	33	61	35	61	18	77	14	83	96	4
SDLP [-31]	27	58	16	76	39	47	32	52	18	74
SNP [-34]	28	62	10	86	39	53	34	60	15	81
DUP [-44]	19	63	22	67	20	66	23	61	17	73