

LORD ASHCROFT POLL FOR THE FELTHAM & HESTON BY-ELECTION DECEMBER 2011

1,503 adults in the Feltham & Heston constituency were interviewed by telephone between 1 and 6 December 2011. Data have been weighted to be representative of all adults living in the constituency. For full data tables go to lordashcroft.com.

1. Which candidate will you vote for in the by-election?

	By-election VI	Change since GE
Seema Malhotra, the Labour candidate	52%	+ 8
Mark Bowen, the Conservative candidate	30%	- 4
Roger Crouch, the Liberal Democrat candidate	10%	- 4
Others	8%	-

- This represents a 6% swing in the constituency from the Conservatives to Labour since the 2010 general election.

2. Are you fairly sure that is what you will do at the by-election, or do you think you may well change your mind between now and then? [All respondents expressing an intention to vote]

	ALL	Lab voters	Con voters	Lib Dem voters
Fairly sure I will vote for X	78%	80%	84%	59%
I may well change my mind	19%	17%	13%	39%
Don't know	3%	3%	3%	2%

3. If you change your mind, which party are you most likely to switch to? [All respondents saying they may change their mind]

	ALL	Lab voters	Con voters	Lib Dem voters
Conservative	28%	36%	-	35%
Liberal Democrat	23%	38%	23%	-
Labour	18%	-	35%	35%
UKIP	4%	2%	13%	3%
Green Party	2%	2%	2%	3%
Some other party	3%	2%	9%	-
Don't know	20%	20%	18%	22%

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

	ALL	Lab voters	Con voters	Lib Dem voters
David Cameron	31%	15%	73%	32%
Ed Miliband	29%	62%	7%	22%
Nick Clegg	7%	3%	4%	30%
Don't know/none of them	34%	19%	17%	16%

5. Please say how well or badly you think the coalition government is doing so far overall.

	ALL	Lab voters	Con voters	Lib Dem voters
Very well	2%	2%	5%	6%
Quite well	38%	26%	60%	44%
Quite badly	38%	42%	29%	35%
Very badly	21%	29%	6%	15%

6. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true of Labour / the Conservatives / the Liberal Democrats.

	Labour	Conservatives	Liberal Democrats
Shares my values	51%	32%	29%
Clear about what they stand for	53%	43%	30%
Willing to take tough decisions for the long term	47%	56%	35%
Competent and capable	48%	43%	28%
Will do what they say	44%	32%	25%
On the side of ordinary people	61%	27%	38%

7. Here are two arguments that have been made about the amount the UK government borrows, and how quickly this should be reduced through spending cuts and tax rises. Please say which of them is closer to your own view.

	ALL	Lab voters	Con voters	LD voters
The government's spending cuts and tax rises are hurting the economy. It should cut taxes, and/or cut spending less fast, even if that means we go on borrowing more for longer – because given how much we already owe, borrowing an extra few billion pounds cannot do much more harm.	37%	46%	24%	30%
Borrowing more at a time when we already owe so much will simply make matters worse, as the country will have to pay back even more money in the longer term. We have to bring the debt and the deficit under control even if it has some painful effects for the economy in the short term.	63%	54%	76%	70%

8. Thinking about Britain's economy, which of the following comes closer to your view?

	ALL	Lab voters	Con voters	Lib Dem voters
Although things are difficult now, the right decisions are being made and things will improve significantly over the next three or four years.	36%	31%	62%	42%
In three or four years' time, the economy will be no better, or even worse, than it is now.	64%	69%	38%	58%

- Men took the more pessimistic view by a 16-point margin (58% to 42%). Women did so by a 40-point margin (70% to 30%).

9. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the interests of Britain – David Cameron, Nick Clegg and the Chancellor of the Exchequer George Osborne, or Ed Miliband and Shadow Chancellor Ed Balls?

	ALL	Lab voters	Con voters	Lib Dem voters
Cameron, Clegg & Osborne	47%	26%	84%	63%
Miliband & Balls	35%	68%	11%	22%
Neither	10%	3%	4%	7%
Don't know	7%	3%	1%	8%

10. I would like to ask whether you have heard from any of the parties in your local area. Please can you tell me whether Labour, the Conservatives or the Liberal Democrats have done each of the following?

	Labour	Conservatives	Liberal Democrats
Delivered leaflets or newspapers to your door	39%	38%	27%
Put up posters or billboards in your area	15%	12%	9%
Knocked on your door	15%	8%	5%
Written a personally addressed letter to you	14%	14%	8%
Set up stalls or handed out leaflets in your area	22%	16%	12%
Phoned you	9%	5%	3%
Sent you an email	3%	2%	1%

11. Regardless of which party you might vote for, which party do you think is most likely to win in Feltham & Heston?

	ALL	Lab voters	Con voters	Lib Dem voters
Labour	70%	86%	63%	64%
Conservatives	19%	11%	33%	9%
Liberal Democrats	6%	3%	4%	26%
Another party	4%	-	1%	1%

12. Next May there will be a Mayoral election in London. Who do you think you will vote for to be Mayor of London?

<i>Excludes don't know/won't vote</i>	ALL	Lab voters	Con voters	Lib Dem voters
Boris Johnson, the Conservative candidate	45%	25%	84%	33%
Ken Livingstone, the Labour candidate	44%	70%	14%	30%
Brian Paddick, the Lib Dem candidate	7%	4%	3%	34%
Another party	4%	2%	-	3%