

LORD ASHCROFT KCMG PC FORTY MARGINAL SEATS POLL SEPTEMBER 2013

- 12,809 people were interviewed by telephone in the 40 most marginal Conservative-held seats between 1 August and 5 September 2013. 300 interviews were conducted in each of 32 seats where Labour finished second at the 2010 general election. 400 interviews were carried out in each of 8 seats in which the Liberal Democrats finished second at the 2010 general election. Results have been weighted to be representative of all adults living in the respective clusters of seats.
- For comparison, 1,005 adults were interviewed by telephone between 30 August and 1 September 2013. Results have been weighted to be representative of all adults in Great Britain.

LABOUR TARGETS

Central Midlands: *Sherwood, Broxtowe, Amber Valley, Lincoln, Northampton North*

West Midlands: *North Warwickshire, Wolverhampton South West, Halesowen & Rowley Regis, Nuneaton*

London: *Hendon, Brentford & Isleworth, Enfield North*

Urban North: *Dewsbury, Pudsey, Bury North, Stockton South, Carlisle*

Seaside Towns: *Lancaster & Fleetwood, Waveney, Morecambe & Lunesdale, Hastings & Rye*

New Towns: *Weaver Vale, Warrington South, Bedford*

Miscellaneous South: *Stroud, Thurrock, Plymouth Sutton & Devonport, Brighton Kemptown, Hove, Ipswich, Gloucester, Cardiff North*

LIBERAL DEMOCRAT TARGETS

Watford, St Albans, Oxford West & Abingdon, Harrogate & Knaresborough, Camborne & Redruth, Truro & Falmouth, Newton Abbot, Montgomeryshire

1. If there were a general election tomorrow, which party would you vote for?
2. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

	%	NATIONAL	LABOUR TARGETS		LIB DEM TARGETS	
			Standard question	Own constituency	Standard question	Own constituency
Conservative	30		29	29	33	32
Labour	35		42	43	24	18
Liberal Democrat	12		6	8	18	29
UKIP	13		14	11	14	12
Other	10		9	9	12	10

Changes since 2010 election and 2011 marginals poll (based on 'own constituency' voting intention):

	%	2010 election	Summer 2011	Summer 2013	Change 2010 – 2011	Change 2011 – 2013	Change 2010 – 2013
LABOUR TARGETS							
Conservative		39	35	29	-4	-6	-10
Labour		36	44	43	+8	-1	+7
Lib Dem		18	9	8	-9	-1	-10
UKIP		3	3	11	-	+8	+8
Other		5	9	9	+4	-	+4
LIB DEM TARGETS							
Conservative		41	39	32	-2	-7	-9
Labour		13	19	18	+6	-1	+5
Lib Dem		39	31	29	-8	-2	-10
UKIP		4	3	12	-1	+9	+8
Other		4	9	10	+5	+1	+6

Labour targets seats by cluster, based on 'own constituency' voting intention:

[Change since 2010 general election result]

%	Central Midlands	West Midlands	London	Urban North	Seaside Towns	New Towns	Misc South	LABOUR TARGETS	LIB DEM TARGETS
Conservative	29 (-9)	30 (-11)	29 (-11)	29 (-9)	29 (-11)	29 (-9)	30 (-8)	29 (-10)	32 (-9)
Labour	43 (+7)	45 (+7)	48 (+10)	45 (+9)	42 (+4)	44 (+9)	40 (+5)	43 (+7)	18 (+5)
Lib Dem	8 (-11)	5 (-9)	9 (-8)	8 (-9)	7 (-8)	12 (-10)	8 (-10)	8 (-10)	29 (-10)
UKIP	13 (+11)	12 (+9)	7 (+5)	11 (+9)	11 (+7)	10 (+7)	11 (+7)	11 (+8)	12 (+8)
Other	7 (+2)	7 (+4)	7 (+4)	9 (+2)	10 (+6)	6 (+3)	11 (+6)	9 (+4)	10 (+6)

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

%	NATIONAL		LABOUR TARGETS		LIB DEM TARGETS	
	2011	2013	2011	2013	2011	2013
David Cameron	42	39	39	38	45	41
Ed Miliband	27	26	29	28	20	21
Nick Clegg	109	12	10	12	13	14
Don't know	22	23	23	23	22	25

4. 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 or not true of the Labour Party, the Conservative Party and the Liberal Democrats.

	NATIONAL			LABOUR TARGETS			LIB DEM TARGETS		
	Cons	Labour	Lib Dems	Cons	Labour	Lib Dems	Cons	Labour	Lib Dems
Shares my values	27	40	30	29	42	31	30	35	37
Clear about what they stand for	44	38	27	44	41	28	47	35	31
Willing to take tough decisions for the long term	53	36	32	56	40	31	56	33	34
Competent and capable	39	35	24	39	38	23	41	30	27
Will do what they say	30	31	19	30	34	20	31	28	24
Concerned about people like me	20	42	34	24	45	33	25	40	40

5. Which of the following issues do you think is the most important facing Britain? And which is the second most important? And the third most important?
[% naming the issue in their top three]

	NATIONAL	LABOUR TARGETS	LIB DEM TARGETS
1	Economy and jobs (64)	Economy and jobs (63)	Economy and jobs (63)
2	The NHS (55)	The NHS (58)	The NHS (56)
3	Controlling immigration (44)	Controlling immigration (46)	Controlling immigration (43)
4	Education (33)	Education (33)	Education (34)
5	The deficit and the debt (22)	The deficit and the debt (21)	The deficit and the debt (24)
6	Cutting welfare dependency (21)	Cutting welfare dependency (18)	Cutting welfare dependency (19)
7	Defence and protecting Britain's security (18)	Crime (17)	Standing up for Britain's interests in Europe (17)
8	Crime (16)	Standing up for Britain's interests in Europe (16)	Defence and protecting Britain's security (16)
9	Standing up for Britain's interests in Europe (14)	Defence and protecting Britain's security (16)	The environment (14)
10	The environment (13)	The environment (11)	Crime (13)

6. Which of the three main parties would do the best job in dealing with each of the following issues?

%	NATIONAL				LABOUR TARGETS				LIB DEM TARGETS			
	Cons	Labour	Lib Dem	None/DK	Cons	Labour	Lib Dem	None/DK	Cons	Labour	Lib Dem	None/DK
The economy and jobs	33	44	10	12	34	45	9	12	38	36	13	13
Controlling immigration	46	25	12	18	45	25	10	19	49	18	13	19
The NHS	21	52	13	13	22	54	11	13	25	44	16	15
The deficit and the debt	49	28	11	13	49	29	9	13	54	21	12	14
Education	32	40	15	12	30	44	14	12	31	34	21	14
Standing up for Britain's interests in Europe	45	29	12	15	43	30	12	15	46	23	15	16
Cutting welfare dependency	55	24	9	13	54	26	8	12	57	18	11	14
Defence and protecting Britain's security	47	31	7	15	45	34	7	14	51	23	9	17
The environment	20	28	37	15	19	31	34	15	20	19	45	16
Crime	43	32	11	14	40	35	9	15	44	27	13	16

7. Thinking about the government's proposed cuts in public spending, which of the following statements comes closest to your view?

%	NATIONAL		LABOUR TARGETS		LIB DEM TARGETS	
	2011	2013	2011	2013	2011	2013
The cuts are too deep and are being made too quickly	48	45	49	46	42	43
The cuts are necessary and unavoidable and the right thing for the economy	40	36	37	34	44	37
The cuts do not go far enough – the government should do more to reduce public spending	10	17	12	18	13	18
Don't know	2	2	2	2	1	2

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

	%	NATIONAL	LABOUR TARGETS	LIB DEM TARGETS
Although things are difficult now, the right decisions are being made and things will improve significantly in the next two years		42	43	47
In two years' time the economy will be no better, or even worse, than it is now		56	55	50
Don't know		3	2	2

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

	%	NATIONAL	LABOUR TARGETS	LIB DEM TARGETS
Right direction		52	49	54
Wrong direction		45	47	42
Don't know		3	4	4

10. Would you say you were moving towards or away from the Labour Party / the Conservative Party / the Liberal Democrats / UKIP?

% towards / away	NATIONAL	LABOUR TARGETS	LIB DEM TARGETS
Conservatives	29 / 64	29 / 64	33 / 60
Labour	33 / 60	35 / 57	27 / 64
Liberal Democrats	22 / 71	21 / 71	26 / 66
UKIP	27 / 63	29 / 61	30 / 61

11. I'd like to ask how much contact you have had from the main political parties over the last few months. Can you remember whether the Conservatives / Labour / the Liberal Democrats have...

%	LABOUR TARGETS			LIB DEM TARGETS		
	Cons	Labour	Lib Dem	Cons	Labour	Lib Dem
Knocked on your door	9	12	5	12	8	14
Telephoned you	2	3	1	2	1	3
Delivered leaflets or newspapers to your home	33	36	22	36	23	41
Sent you a personally addressed letter	15	11	5	18	6	15
Held street stalls or similar in the local area	7	10	4	7	4	7