

# Lord Ashcroft Polls

## **General Election 2015 CONSTITUENCY POLLING REPORT**

**Conservative – Liberal Democrat battleground  
June 2014**



# Methodology

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17,005 adults were interviewed by telephone between 11 May and 14 June 2014 in the following constituencies:

<b>Camborne &amp; Redruth</b> (1,000: 30 May – 6 June)	<b>Cheadle</b> (1,003: 26 May – 1 June)
<b>Harrogate &amp; Knaresborough</b> (1,000: 5 – 14 June)	<b>Chippenham</b> (1,000: 26 May – 1 June)
<b>Newton Abbot</b> (1,000: 5 – 12 June)	<b>Eastleigh</b> (1,000: 29 May – 6 June)
<b>Oxford West &amp; Abingdon</b> (1,000: 30 May – 5 June)	<b>Mid Dorset &amp; North Poole</b> (1,000: 12 – 18 May)
<b>Truro &amp; Falmouth</b> (1,000: 4 – 13 June)	<b>North Cornwall</b> (1,001: 26 May – 1 June)
<b>Watford</b> (1,001: 29 May – 6 June)	<b>Solihull</b> (1,000: 12 – 18 May)
	<b>Somerton &amp; Frome</b> (1,000: 19 – 25 May)
	<b>St Austell &amp; Newquay</b> (1,000: 19 – 25 May)
	<b>St Ives</b> (1,000: 26 May – 1 June)
	<b>Sutton &amp; Cheam</b> (1,000: 29 May – 3 June)
	<b>Wells</b> (1,000: 19 – 25 May)

For each constituency, results were weighted to be representative of all adults living in the constituency. 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](http://www.LordAshcroftPolls.com).

Six Conservative-held and ten Liberal Democrat-held seats were selected in order of marginality. In addition, Eastleigh was selected as an additional constituency on the Conservative-Lib Dem battleground in which UKIP are expected to have a strong presence.

# Voting intention

1. If there were a general election tomorrow, which party would you vote for? Would it be Conservative, Labour, Liberal Democrat, UKIP, or another party? If 'another party': Would that be, the Green Party, the British National Party (BNP), or some other party – or do you not know how you would vote?
2. And thinking specifically about your own parliamentary constituency at the next general election and the candidates who are likely to stand for election to Westminster there, which party's candidate do you think you will vote for in your own constituency? [Prompts as at Q1]

% (change since 2010)	Standard voting intention (Q1)					Constituency voting intention (Q2)					Swing (on local VI)	Implied result
	Con	Lib Dem	Lab	UKIP	Other	Con	Lib Dem	Lab	UKIP	Other		
Camborne & Redruth	28	11	25	28	8	29 (-9)	14 (-23)	24 (-8)	26 (+21)	7 (+3)	7% LD – Con	Con hold
Harrogate & Knaresborough	42	17	15	18	7	41 (-5)	24 (-20)	11 (+5)	16 (+14)	8 (+6)	7.5% LD – Con	Con hold
Newton Abbot	39	13	15	23	10	39 (-4)	20 (-22)	13 (+6)	20 (+14)	8 (+6)	9% LD – Con	Con hold
Oxford West & Abingdon	36	19	22	14	8	36 (-6)	25 (-17)	18 (+7)	11 (+8)	9 (+7)	5.5% LD – Con	Con hold
Truro & Falmouth	34	13	20	23	11	33 (-9)	16 (-25)	18 (+8)	22 (+18)	11 (+7)	8% LD – Con	Con hold
Watford	31	14	29	20	6	29 (-6)	24 (-8)	25 (-2)	16 (+14)	6 (-2)	1% LD – Con	Con hold
Cheadle	32	21	24	17	5	29 (-12)	32 (-15)	21 (+12)	15 (+12)	3 (+3)	1.5% LD – Con	LD hold
Chippenham	38	17	14	22	9	35 (-6)	26 (-20)	12 (-5)	19 (+16)	8 (+5)	7.0% LD – Con	Con gain
Eastleigh*	33	22	15	26	4	27 (-12/-2)	39 (-8/+7)	10 (-/-)	22 (+18/-6)	2 (+1/-3)	2.0% Con – LD 2.5% Con – LD	LD hold
Mid Dorset & North Poole	42	21	11	19	6	39 (-6)	32 (-13)	8 (+2)	17 (+12)	4 (+4)	3.5% LD – Con	Con gain
North Cornwall	33	20	11	27	9	31 (-11)	31 (-17)	8 (+4)	24 (+19)	6 (+5)	3% LD – Con	Tie
Solihull	41	19	16	19	6	37 (-6)	28 (-15)	12 (-3)	16 (+14)	7 (+3)	4.5% LD – Con	Con gain
Somerton & Frome	45	22	11	16	7	41 (-4)	29 (-19)	9 (+5)	14 (+11)	6 (+6)	7.5% LD – Con	Con gain
St Austell & Newquay	34	18	12	28	7	32 (-8)	24 (-19)	10 (+3)	25 (+21)	9 (+3)	5.5% LD – Con	Con gain
St Ives	35	17	16	21	12	30 (-9)	29 (-14)	11 (+3)	21 (+15)	9 (+4)	2.5% LD – Con	Con gain
Sutton & Cheam	36	24	16	20	5	29 (-13)	42 (-4)	11 (+4)	14 (+12)	3 (-)	4.5% Con – LD	LD hold
Wells	38	21	14	18	9	34 (-9)	29 (-15)	11 (+3)	16 (+13)	9 (+6)	3% LD – Con	Con gain

\* Comparisons with Eastleigh by-election (2013) recorded in italics

# Aggregate battleground results

Data weighted to be representative of the battleground as a whole.

If there were a general election tomorrow, which party would you vote for?

Standard voting intention					Constituency voting intention					Swing (on local VI)
Con	Lib Dem	Lab	UKIP	Other	Con	Lib Dem	Lab	UKIP	Other	
36	18	17	21	8	33	28	14	18	7	3.5% LD – Con

Are there any parties you would definitely not vote for at the next general election?

ALL VOTERS				Conservative voters			Labour voters			Lib Dem voters			UKIP voters		
Rule out Cons	Rule out Labour	Rule out Lib Dems	Rule out UKIP	Rule out Labour	Rule out Lib Dems	Rule out UKIP	Rule out Cons	Rule out Lib Dems	Rule out UKIP	Rule out Cons	Rule out Labour	Rule out UKIP	Rule out Cons	Rule out Labour	Rule out Lib Dems
44	53	48	55	81	61	70	80	55	80	63	53	83	63	75	74

Thinking about Britain's economy – including things like jobs, wages, prices, taxes and interest rates – how do you think the British economy will fare over the next year – for the country as a whole, and for you and your family?

ALL VOTERS				Conservative voters				Labour voters				Lib Dem voters				UKIP voters			
Country		Me & family		Country		Me & family		Country		Me & family		Country		Me & family		Country		Me & family	
Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly
65	31	66	30	88	10	87	11	57	40	58	39	73	25	74	24	56	42	57	39

Which of the following statements do you most agree with?

- (a) I am satisfied with the job David Cameron is doing overall as Prime Minister
- (b) I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister
- (c) I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – AND I'd prefer to have Ed Miliband as Prime Minister instead.

ALL VOTERS			Conservative voters			Labour voters			Lib Dem voters			UKIP voters		
Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC
33	33	20	66	31	1	14	15	66	29	40	23	20	49	19

I would like to ask whether any of the main political parties have contacted you over the last few weeks – whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from the Conservatives, Labour, the Lib Dems or UKIP?

Heard from Conservatives	Heard from Lib Dems	Heard from Labour	Heard from UKIP
48	50	30	46

Which of the following would you most like to see as the outcome of the next election? A Conservative government, a coalition between the Conservatives and the Liberal Democrats, a coalition between Labour and the Liberal Democrats, or a Labour government?

ALL VOTERS					Conservative voters					Labour voters					Lib Dem voters					UKIP voters				
C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know
32	16	13	20	19	82	15	1	1	1	2	2	17	76	2	7	42	35	9	6	35	14	11	20	19

## Parties ruled out?

### 3. Are there any parties you would definitely not vote for at the next general election?

%	Con voters			Labour voters			Lib Dem voters			UKIP voters		
	Rule out Labour	Rule out Lib Dems	Rule out UKIP	Rule out Cons	Rule out Lib Dems	Rule out UKIP	Rule out Cons	Rule out Labour	Rule out UKIP	Rule out Cons	Rule out Labour	Rule out Lib Dems
Camborne & Redruth	81	63	69	73	66	77	60	54	82	70	67	79
Harrogate & Knaresborough	82	65	72	87	50	76	62	48	82	62	76	71
Newton Abbot	80	63	73	80	59	83	54	48	84	67	72	85
Oxford West & Abingdon	74	63	76	82	58	88	66	36	94	67	63	78
Truro & Falmouth	81	67	68	86	61	87	64	48	86	67	73	81
Watford	79	53	68	72	55	75	53	51	82	61	74	78
Cheadle	81	62	63	78	64	77	63	56	81	60	79	78
Chippenham	79	62	73	77	55	82	69	55	83	71	75	77
Eastleigh	83	56	69	84	43	76	67	56	84	59	79	75
Mid Dorset & North Poole	85	62	69	80	46	71	63	50	81	53	73	68
North Cornwall	84	65	62	85	55	76	70	56	78	63	77	76
Solihull	84	63	74	81	50	81	58	61	78	55	86	75
Somerton & Frome	80	59	75	71	44	90	62	55	84	61	74	68
St Austell & Newquay	78	61	66	87	59	73	60	51	85	75	73	71
St Ives	88	61	74	84	47	85	66	55	81	65	73	76
Sutton & Cheam	75	54	63	71	37	75	62	53	84	62	84	58
Wells	84	63	71	85	59	81	63	63	88	54	72	71

# Economic optimism

4. Thinking about Britain's economy – including things like jobs, wages, prices, taxes and interest rates – how do you think the British economy will fare over the next year – for the country as a whole, and for you and your family?

	For the country as a whole		For me and my family	
	Well	Badly	Well	Badly
Camborne & Redruth	57	40	60	36
Harrogate & Knaresborough	69	27	67	28
Newton Abbot	66	30	65	31
Oxford West & Abingdon	68	27	72	23
Truro & Falmouth	64	32	63	32
Watford	65	31	68	29
Cheadle	66	29	68	28
Chippenham	66	29	66	30
Eastleigh	69	26	70	27
Mid Dorset & North Poole	69	28	70	26
North Cornwall	60	35	61	34
Solihull	68	28	69	25
Somerton & Frome	66	30	70	27
St Austell & Newquay	63	34	61	35
St Ives	62	34	62	33
Sutton & Cheam	70	28	70	27
Wells	67	29	67	30



# Choice of Prime Minister

## 5. Which of the following statements do you most agree with?

- (a) I am satisfied with the job David Cameron is doing overall as Prime Minister
- (b) I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister
- (c) I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – AND I'd prefer to have Ed Miliband as Prime Minister instead.

	Satisfied with Cameron	Dissatisfied, but prefer Cameron to Miliband	Dissatisfied and prefer Miliband	Refused / Don't Know
<b>Camborne &amp; Redruth</b>	26	33	24	16
<b>Harrogate &amp; Knaresborough</b>	34	36	18	13
<b>Newton Abbot</b>	35	33	19	14
<b>Oxford West &amp; Abingdon</b>	33	32	24	10
<b>Truro &amp; Falmouth</b>	33	31	21	15
<b>Watford</b>	33	31	23	12
<b>Cheadle</b>	30	32	25	14
<b>Chippenham</b>	32	34	20	14
<b>Eastleigh</b>	33	36	19	13
<b>Mid Dorset &amp; North Poole</b>	37	34	16	12
<b>North Cornwall</b>	31	36	18	15
<b>Solihull</b>	37	33	18	12
<b>Somerton &amp; Frome</b>	36	34	17	13
<b>St Austell &amp; Newquay</b>	33	32	20	15
<b>St Ives</b>	31	32	22	15
<b>Sutton &amp; Cheam</b>	34	33	21	11
<b>Wells</b>	36	31	20	13

# Local campaign activity

6. I would like to ask whether any of the main political parties have contacted you over the last few weeks – whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from the Conservatives, Labour, the Lib Dems or UKIP?

%	From Cons	From Lib Dems	From Labour	From UKIP	From none
<b>Camborne &amp; Redruth</b>	36	30	37	42	36
<b>Harrogate &amp; Knaresborough</b>	53	52	27	45	29
<b>Newton Abbot</b>	36	35	17	38	43
<b>Oxford West &amp; Abingdon</b>	48	56	32	37	28
<b>Truro &amp; Falmouth</b>	32	30	22	43	41
<b>Watford</b>	48	60	40	38	23
<b>Cheadle</b>	55	67	35	35	19
<b>Chippenham</b>	53	51	32	52	21
<b>Eastleigh</b>	38	66	31	55	19
<b>Mid Dorset &amp; North Poole</b>	55	45	24	47	22
<b>North Cornwall</b>	40	45	23	47	33
<b>Solihull</b>	63	52	36	48	17
<b>Somerton &amp; Frome</b>	47	43	28	46	28
<b>St Austell &amp; Newquay</b>	50	42	31	50	25
<b>St Ives</b>	44	44	26	48	28
<b>Sutton &amp; Cheam</b>	59	74	36	47	14
<b>Wells</b>	58	52	37	55	18

# Preferred election result

7. Which of the following would you most like to see as the outcome of the next election? A Conservative government, a coalition between the Conservatives and the Liberal Democrats, a coalition between Labour and the Liberal Democrats, or a Labour government?

%	Conservative government	Con-Lib Dem coalition	Lab-Lib Dem coalition	Labour government	Don't know
Camborne & Redruth	26	12	11	28	23
Harrogate & Knaresborough	36	16	12	17	19
Newton Abbot	33	17	11	19	20
Oxford West & Abingdon	32	15	14	22	17
Truro & Falmouth	29	13	13	22	22
Watford	27	14	13	27	19
Cheadle	30	15	13	24	17
Chippenham	33	15	14	20	18
Eastleigh	33	16	12	21	19
Mid Dorset & North Poole	36	20	13	14	18
North Cornwall	33	15	10	19	23
Solihull	36	19	12	16	17
Somerton & Frome	37	19	14	15	15
St Austell & Newquay	32	17	15	18	18
St Ives	31	14	13	25	17
Sutton & Cheam	33	17	14	20	16
Wells	33	18	14	18	16

## Appendix: results at 2010 general election

%	Con	Lib Dem	Labour	UKIP	Others	Majority	Swing needed
<b>Camborne &amp; Redruth</b>	38	37	16	5	4	0.2	0.1% Con – LD
<b>Harrogate &amp; Knaresborough</b>	46	44	6	2	2	2.0	1.0% Con – LD
<b>Newton Abbot</b>	43	42	7	6	2	1.1	0.5% Con – LD
<b>Oxford West &amp; Abingdon</b>	42	42	11	3	2	0.3	0.15% Con – LD
<b>Truro &amp; Falmouth</b>	42	41	10	4	4	0.9	0.45% Con – LD
<b>Watford</b>	35	32	27	2	4	2.6	1.3% Con – LD
<b>Cheadle</b>	41	47	9	3	-	6.2	3.1% LD – Con
<b>Chippenham</b>	41	46	7	3	3	4.7	2.35% LD – Con
<b>Eastleigh*</b>	39 ( <i>25</i> )	47 ( <i>32</i> )	10 ( <i>10</i> )	4 ( <i>28</i> )	1 ( <i>5</i> )	7.2 over Con 4.3 over UKIP	3.6% LD – Con 2.15% LD – UKIP
<b>Mid Dorset &amp; North Poole</b>	45	45	6	5	-	0.6	0.3% LD – Con
<b>North Cornwall</b>	42	48	4	5	1	6.4	3.2% LD – Con
<b>Solihull</b>	43	43	9	2	4	0.3	0.15% LD – Con
<b>Somerton &amp; Frome</b>	45	48	4	3	0.4	3.0	1.5% LD – Con
<b>St Austell &amp; Newquay</b>	40	43	7	4	6	2.8	1.4% LD – Con
<b>St Ives</b>	39	43	8	6	5	3.7	1.85% LD – Con
<b>Sutton &amp; Cheam</b>	42	46	7	2	3	3.3	1.65% LD – Con
<b>Wells</b>	43	44	8	3	3	1.4	0.7% LD – Con

\* Eastleigh by-election results (2013) recorded in italics