

Lord Ashcroft Polls

General Election 2015

CONSTITUENCY POLLING REPORT

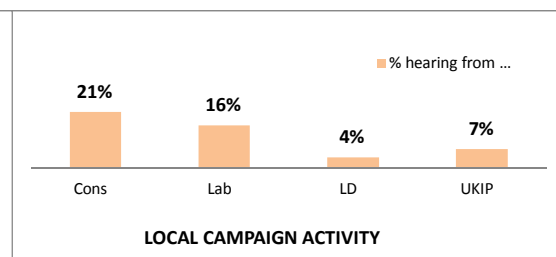
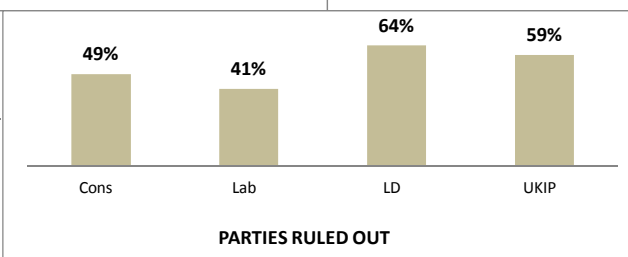
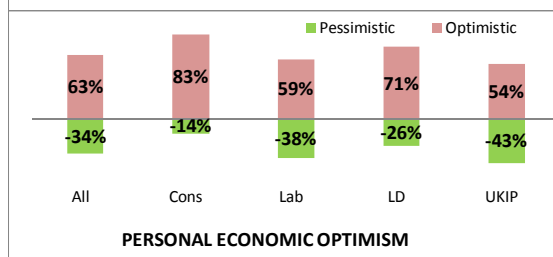
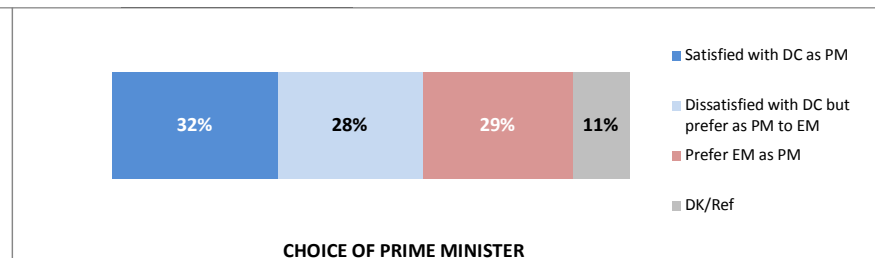
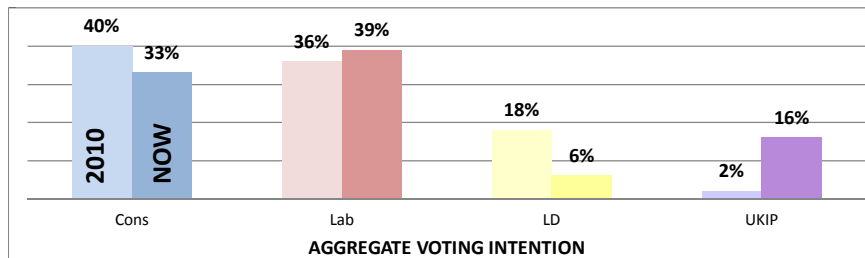
Wider Conservative-Labour battleground

October 2014

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EXTENDED CON-HELD SEATS: CON-LAB BATTLEGROUND OCTOBER 2014

10/09-03/10/14				Implied result		
	Lead	Swing	UKIP			
Brighton Kemptown	4%	3.3%	13%			LAB GAIN
Pudsey	0%	2.0%	15%			TIE
Corby	10%	6.3%	21%			LAB GAIN
Brentford & Isleworth	13%	8.0%	7%			LAB GAIN
Hove	3%	3.5%	11%			LAB GAIN
Enfield North	10%	6.5%	12%			LAB GAIN
Hastings & Rye	9%	6.5%	19%			LAB GAIN
Ipswich	7%	5.5%	19%			LAB GAIN
Halesowen & R Regis	1%	2.3%	24%			LAB GAIN
Nuneaton	3%	4.0%	19%			LAB GAIN
Gloucester	1%	2.0%	18%			CON HOLD
BATTLEGROUND SWING				6%	5.0%	16%



Methodology

11,002 adults were interviewed by telephone between 10 September and 3 October 2014 in the following constituencies:

Brentford & Isleworth (1,001: 17 – 26 September)
Brighton Kemptown (1,000: 11 – 21 September)
Corby (1,000: 10 – 17 September)
Enfield North (1,000: 17 – 25 September)
Gloucester (1,000: 24 September – 2 October)
Halesowen & Rowley Regis (1,000: 24 September – 3 October)
Hastings & Rye (1,001: 17 – 25 September)
Hove (1,000: 17 – 27 September)
Ipswich (1,000: 24 September – 2 October)
Nuneaton (1,000: 24 September – 3 October)
Pudsey (1,000: 10 – 18 September)

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.

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 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? [Prompts as at Q1]

% (change since 2010)	Standard voting intention (Q1)					Constituency voting intention (Q2)					Swing since GE (on local VI)	Implied result
	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Other		
Brentford & Isleworth	31	47	6	9	7	<i>32</i> (-5)	<i>45</i> (+11)	<i>10</i> (-14)	<i>7</i> (+5)	<i>5</i> (+1)	8.0% Con-Lab	Lab gain
Brighton Kemptown	32	39	5	14	10	<i>33</i> (-5)	<i>37</i> (+2)	<i>6</i> (-12)	<i>13</i> (+10)	<i>11</i> (+5)	3.5% Con-Lab	Lab gain
Corby*	32	36	6	24	3	<i>30</i> (-12) <i>(+3)</i>	<i>40</i> (+1) <i>(-8)</i>	<i>5</i> (-10) <i>(-)</i>	<i>21</i> (+21) <i>(+7)</i>	<i>4</i> (-1) <i>(-2)</i>	6.5% Con-Lab 5.5% Lab-Con	Lab gain Lab hold
Enfield North	32	44	4	14	6	<i>34</i> (-6)	<i>44</i> (+5)	<i>3</i> (-9)	<i>12</i> (+10)	<i>6</i> (+1)	6.5% Con-Lab	Lab gain
Gloucester	34	33	7	21	5	<i>34</i> (-6)	<i>33</i> (-2)	<i>12</i> (-7)	<i>18</i> (+14)	<i>3</i> (+1)	2% Con-Lab	Con hold
Halesowen & Rowley Regis	34	35	2	24	4	<i>34</i> (-7)	<i>35</i> (-2)	<i>2</i> (-13)	<i>24</i> (+18)	<i>5</i> (+4)	2.5% Con-Lab	Lab gain
Hastings & Rye	31	38	4	22	5	<i>31</i> (-10)	<i>40</i> (+3)	<i>5</i> (-11)	<i>19</i> (+16)	<i>4</i> (+1)	6.5% Con-Lab	Lab gain
Hove	34	38	6	12	10	<i>34</i> (-3)	<i>37</i> (+4)	<i>6</i> (-17)	<i>11</i> (+9)	<i>12</i> (+7)	3.5% Con-Lab	Lab gain
Ipswich	30	36	7	22	6	<i>31</i> (-8)	<i>38</i> (+3)	<i>6</i> (-12)	<i>19</i> (+16)	<i>6</i> (+1)	5.5% Con-Lab	Lab gain
Nuneaton	34	36	5	21	4	<i>36</i> (-6)	<i>39</i> (+2)	<i>3</i> (-12)	<i>19</i> (+19)	<i>3</i> (-3)	4% Con-Lab	Lab gain
Pudsey	33	38	7	17	5	<i>36</i> (-3)	<i>36</i> (+1)	<i>9</i> (-11)	<i>15</i> (+12)	<i>5</i> (+2)	2% Con-Lab	Tie

* Comparison with 2012 by-election shown 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 since GE (on local VI)
Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Other	
32	38	5	18	6	33	39	6	16	6	5.0% Con-Lab

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
49	41	64	59	73	71	71	78	70	81	61	48	80	64	73	82

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
60	36	63	34	83	14	83	14	56	41	59	38	70	28	71	26	52	46	54	43

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
32	28	29	66	31	2	17	14	65	36	36	22	20	47	22

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 Labour	Heard from Lib Dems	Heard from UKIP
21	16	4	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?

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
29	9	12	35	15	82	13	1	2	1	2	2	15	80	2	5	41	42	8	4	35	10	10	28	17

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
Brentford & Isleworth	65	66	73	70	64	80	57	48	88	55	75	79
Brighton Kemptown	72	72	76	82	66	86	63	56	81	66	71	85
Corby	72	67	73	77	71	77	57	46	79	69	76	87
Enfield North	72	75	72	76	68	84	83	36	75	55	81	83
Gloucester	72	64	65	79	64	76	67	46	73	63	76	76
Halesowen & Rowley Regis	70	72	71	78	73	74	49	38	65	70	76	83
Hastings & Rye	72	73	68	82	73	81	59	60	92	52	73	76
Hove	80	79	74	85	74	89	64	37	90	62	72	83
Ipswich	75	71	67	81	73	80	65	57	66	65	71	81
Nuneaton	80	74	70	76	81	78	49	57	75	72	70	86
Pudsey	71	69	67	75	69	84	57	54	88	67	67	80

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
Brentford & Isleworth	67	31	71	27
Brighton Kemptown	55	41	59	38
Corby	63	33	62	35
Enfield North	54	41	57	38
Gloucester	60	35	64	32
Halesowen & Rowley Regis	58	39	60	36
Hastings & Rye	59	35	62	34
Hove	65	31	64	31
Ipswich	58	39	63	33
Nuneaton	60	37	61	36
Pudsey	59	36	62	34

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
Brentford & Isleworth	35	26	29	10
Brighton Kemptown	30	27	33	10
Corby	31	31	29	8
Enfield North	26	29	31	13
Gloucester	35	26	27	12
Halesowen & Rowley Regis	33	30	24	12
Hastings & Rye	29	31	28	13
Hove	29	28	32	10
Ipswich	35	28	28	9
Nuneaton	32	28	28	12
Pudsey	31	29	31	11

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 Labour	From Lib Dems	From UKIP	From none
Brentford & Isleworth	21	15	5	5	68
Brighton Kemptown	40	24	5	9	43
Corby	13	10	2	4	77
Enfield North	19	16	2	7	69
Gloucester	15	14	9	7	70
Halesowen & Rowley Regis	17	13	3	9	72
Hastings & Rye	21	22	3	6	63
Hove	25	15	6	11	58
Ipswich	20	18	3	6	65
Nuneaton	21	16	2	5	66
Pudsey	17	10	5	3	74

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
Brentford & Isleworth	27	10	16	37	10
Brighton Kemptown	28	9	13	36	14
Corby	30	9	9	37	15
Enfield North	28	6	12	38	16
Gloucester	31	12	13	29	15
Halesowen & Rowley Regis	29	9	10	33	18
Hastings & Rye	30	9	10	33	18
Hove	29	10	14	35	13
Ipswich	29	10	13	33	14
Nuneaton	29	9	11	35	17
Pudsey	29	10	10	37	13

Appendix: results at 2010 general election

(%)	Con	Lab	Lib Dem	UKIP	Others	Majority	Swing needed
Brentford & Isleworth	20022 (37.2)	18064 (33.6)	12718 (23.7)	863 (1.6)	2098 (3.9)	1958 (3.6)	1.8% Con-Lab
Brighton Kemptown	16217 (38.0)	14889 (34.9)	7691 (18.0)	1384 (3.2)	2524 (5.9)	1328 (3.1)	1.55% Con-Lab
Corby*	22886 (42.2) <i>9476 (26.6)</i>	20935 (38.6) <i>17267 (48.4)</i>	7834 (14.5) <i>1770 (5.0)</i>	- <i>5108 (14.3)</i>	2525 (4.7) <i>2044 (5.7)</i>	1951 (3.6) <i>7791 (21.8)</i>	1.8% Con-Lab <i>10.9% Lab-Con</i>
Enfield North	18804 (42.3)	17112 (38.5)	5403 (12.2)	938 (2.1)	2196 (4.9)	1692 (3.8)	1.9% Con-Lab
Gloucester	20267 (39.9)	17847 (35.2)	9767 (19.2)	1808 (3.6)	1075 (2.1)	2420 (4.8)	2.4% Con-Lab
Halesowen & Rowley Regis	18115 (41.2)	16092 (36.6)	6515 (14.8)	2824 (6.4)	433 (1.0)	2023 (4.6)	2.3% Con-Lab
Hastings & Rye	20468 (41.1)	18475 (37.1)	7825 (15.7)	1397 (2.8)	1649 (3.3)	1993 (4.0)	2.0% Con-Lab
Hove	18294 (36.7)	16426 (33.0)	11240 (22.6)	1206 (2.4)	2653 (5.3)	1868 (3.7)	1.85% Con-Lab
Ipswich	18371 (39.1)	16292 (34.7)	8556 (18.2)	1365 (2.9)	2357 (5.0)	2079 (4.4)	2.2% Con-Lab
Nuneaton	18536 (41.5)	16467 (36.9)	6846 (15.3)	-	2797 (6.3)	2069 (4.6)	2.3% Con-Lab
Pudsey	18874 (38.5)	17215 (35.1)	10224 (20.8)	1221 (2.5)	1549 (3.2)	1659 (3.4)	1.7% Con-Lab

* Corby by-election results (2012) recorded in italics