

Lord Ashcroft Polls

General Election 2015

CONSTITUENCY POLLING REPORT

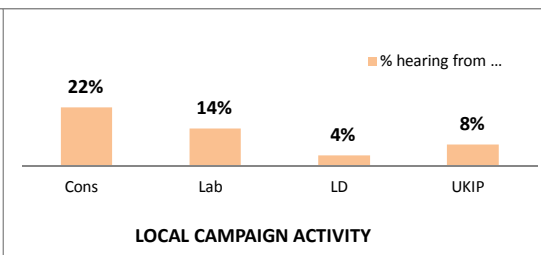
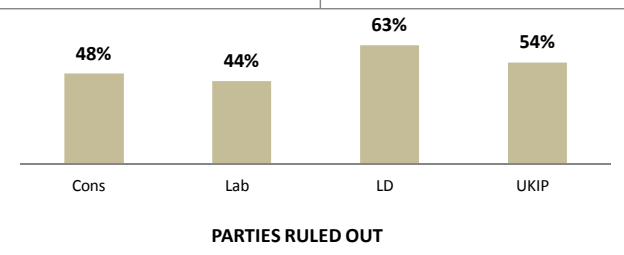
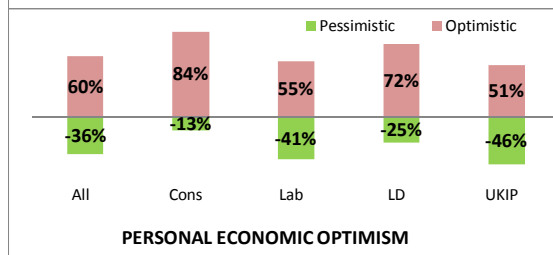
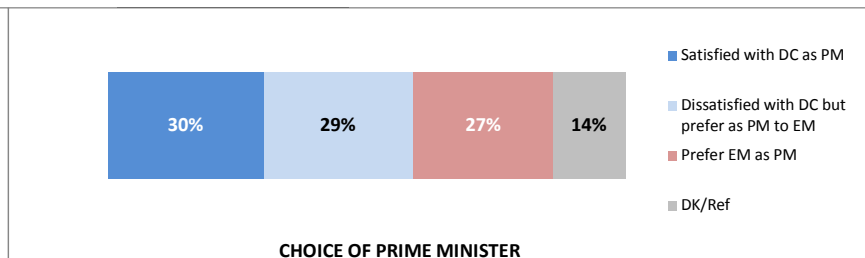
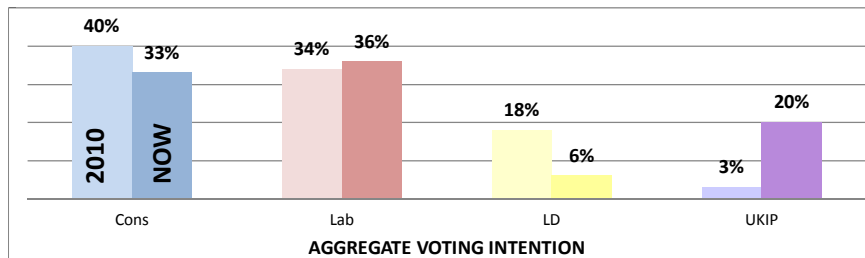
Wider Conservative-Labour battleground

November 2014

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

	2/10-27/10/14			Implied result
	Lead	Swing	UKIP	
Northampton North	4%	4.5%	22%	LAB GAIN
Bury North	9%	7.0%	20%	LAB GAIN
Kingswood	2%	1.5%	23%	CON HOLD
Erewash	8%	6.5%	22%	LAB GAIN
Blackpool North and Clevel	3%	1.5%	24%	CON HOLD
City of Chester	1%	3.5%	15%	LAB GAIN
Croydon Central	6%	6.0%	19%	LAB GAIN
Worcester	2%	4.5%	17%	LAB GAIN
Keighley	6%	6.0%	23%	LAB GAIN
Wirral West	1%	3.5%	12%	LAB GAIN
Cannock Chase	2%	6.0%	30%	LAB GAIN
Loughborough	3%	2.5%	12%	CON HOLD
BATTLEGROUND SWING	3%	4.5%	20%	



Methodology

12,008 adults were interviewed by telephone between 2 and 27 October 2014 in the following constituencies:

Blackpool North & Cleveleys (1,000: 13 – 18 October)
Bury North (1,004: 2 – 14 October)
Cannock Chase (1,000: 22 – 27 October)
City of Chester (1,000: 13 – 18 October)
Croydon Central (1,000: 14 – 18 October)
Erewash (1,003: 3 – 14 October)
Keighley (1,000: 20 – 26 October)
Kingswood (1,001: 3 – 14 October)
Loughborough (1,000: 22 – 25 October)
Northampton North (1,000: 2 – 14 October)
Wirral West (1,000: 22 – 26 October)
Worcester (1,000: 13 – 19 October)

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)	Lead	Implied result
	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Other			
Blackpool North & Cleveleys	33	32	5	27	3	35 (-7)	32 (-4)	5 (-8)	24 (+20)	4 (-)	1.5% Con-Lab	3%	Con hold
Bury North	30	39	4	21	4	32 (-8)	41 (+6)	5 (-12)	20 (+17)	3 (-2)	7% Con-Lab	9%	Lab gain
Cannock Chase	28	31	4	34	3	27 (-13)	32 (-1)	8 (-9)	30 (+26)	3 (-3)	6% Con-Lab	2%	Lab gain
City of Chester	34	35	7	17	7	36 (-5)	37 (+2)	7 (-12)	15 (+12)	6 (+3)	3.5% Con-Lab	1%	Lab gain
Croydon Central	31	36	4	23	6	33 (-7)	39 (+5)	4 (-9)	19 (+17)	5 (-7)	6% Con-Lab	6%	Lab gain
Erewash	29	35	5	26	5	30 (-9)	38 (+4)	5 (-13)	22 (+20)	5 (-2)	6.5% Con-Lab	8%	Lab gain
Keighley	30	37	5	22	6	31 (-11)	37 (+1)	5 (-10)	23 (+20)	4 (-)	6% Con-Lab	6%	Lab gain
Kingswood	33	30	7	26	4	34 (-6)	32 (-3)	6 (-11)	23 (+20)	5 (+1)	1.5% Con-Lab	2%	Con hold
Loughborough	37	36	4	16	7	40 (-2)	37 (+2)	5 (-13)	12 (+10)	6 (+2)	2% Con-Lab	3%	Con hold
Northampton North	30	32	8	26	4	31 (-3)	35 (+6)	9 (-19)	22 (+19)	3 (-3)	4.5% Con-Lab	4%	Lab gain
Wirral West	36	40	5	14	5	38 (-4)	39 (+3)	6 (-11)	12 (+10)	5 (+3)	3.5% Con-Lab	1%	Lab gain
Worcester	33	35	6	20	7	34 (-6)	36 (+3)	5 (-14)	17 (+14)	8 (+3)	4.5% Con-Lab	2%	Lab gain

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	35	5	23	5	33	36	6	20	4	4.5% 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
48	44	63	54	76	72	68	79	72	79	52	48	78	64	72	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
56	40	60	36	83	14	84	13	50	47	55	41	65	33	72	25	48	50	51	46

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
30	29	27	66	32	1	14	16	65	32	38	25	19	48	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
22	14	4	8

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	11	10	32	18	80	15	1	1	2	2	1	14	81	2	7	43	38	7	5	32	13	9	25	21

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
Blackpool North & Cleveleys	80	76	62	81	74	73	57	50	72	68	74	87
Bury North	77	77	71	82	73	77	44	30	91	65	72	83
Cannock Chase	77	73	63	80	80	70	77	61	58	69	74	80
City of Chester	75	67	69	83	70	85	46	49	79	62	63	86
Croydon Central	66	67	67	79	70	83	27	17	76	57	73	76
Erewash	76	74	69	80	70	81	51	41	75	70	75	82
Keighley	80	73	63	75	74	77	63	46	85	65	78	88
Kingswood	76	77	66	80	70	78	41	58	85	57	69	84
Loughborough	69	67	69	72	69	85	79	58	82	61	67	74
Northampton North	78	66	69	75	68	80	50	54	73	64	79	77
Wirral West	80	74	74	79	73	81	52	66	87	53	71	81
Worcester	71	74	76	78	65	76	56	43	75	65	70	79

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
Blackpool North & Cleveleys	51	44	54	41
Bury North	57	40	61	35
Cannock Chase	54	43	56	41
City of Chester	57	38	64	32
Croydon Central	57	39	61	53
Erewash	56	41	59	38
Keighley	52	44	58	38
Kingswood	58	39	62	34
Loughborough	57	39	65	31
Northampton North	57	39	58	39
Wirral West	55	39	57	37
Worcester	57	38	61	35

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
Blackpool North & Cleveleys	31	28	27	14
Bury North	28	27	32	12
Cannock Chase	29	32	26	12
City of Chester	31	29	28	12
Croydon Central	30	27	27	16
Erewash	29	28	31	12
Kingswood	31	33	23	12
Keighley	27	31	28	13
Loughborough	35	30	25	10
Northampton North	32	26	26	15
Wirral West	29	30	29	13
Worcester	30	30	25	14

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
Blackpool North & Cleveleys	23	10	3	6	66
Bury North	23	13	3	6	68
Cannock Chase	11	9	3	14	72
City of Chester	24	12	5	9	62
Croydon Central	19	14	3	8	66
Erewash	18	16	3	5	68
Keighley	18	11	2	6	72
Kingswood	13	21	3	5	67
Loughborough	19	14	3	8	67
Northampton North	33	20	12	7	51
Wirral West	50	20	11	6	38
Worcester	16	9	3	8	73

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
Blackpool North & Cleveleys	30	9	9	31	20
Bury North	29	10	10	36	14
Cannock Chase	28	11	8	34	19
City of Chester	27	14	11	32	17
Croydon Central	27	9	11	34	19
Erewash	27	12	10	33	19
Kingswood	31	13	10	30	17
Keighley	29	9	11	33	18
Loughborough	30	10	13	31	17
Northampton North	27	15	12	29	18
Wirral West	30	12	9	35	14
Worcester	28	10	13	29	20

Appendix: results at 2010 general election

(%)	Con	Lab	Lib Dem	UKIP	Others	Majority	Swing needed
Blackpool North & Cleveleys	16964 (41.8)	14814 (36.49)	5400 (13.3)	1659 (4.1)	1754 (4.3)	2150 (5.3)	2.65% Con-Lab
Bury North	18070 (40.2)	15827 (35.2)	7645 (17.0)	1282 (2.9)	2137 (4.8)	2243 (5.0)	2.5% Con-Lab
Cannock Chase	18271 (40.1)	15076 (33.1)	7732 (17.0)	1580 (3.5)	2900 (6.4)	3195 (7.0)	3.5% Con-Lab
City of Chester	18995 (40.6)	16412 (35.1)	8930 (19.1)	1225 (2.6)	1228 (2.6)	2583 (5.5)	2.75% Con-Lab
Croydon Central	19657 (39.5)	16688 (33.5)	6553 (13.2)	997 (2.0)	5862 (11.8)	2969 (6.0)	3% Con-Lab
Erewash	18805 (39.47)	16304 (34.2)	8343 (17.5)	855 (1.8)	3335 (7.0)	2501 (5.2)	2.6% Con-Lab
Keighley	20003 (41.9)	17063 (35.8)	7059 (14.8)	1470 (3.1)	2097 (4.4)	2940 (6.2)	3.1% Con-Lab
Kingswood	19362 (40.4)	16917 (35.3)	8072 (16.8)	1528 (3.2)	2027 (4.2)	2445 (5.1)	2.55% Con-Lab
Loughborough	21971 (41.6)	18227 (34.5)	9675 (18.3)	925 (1.8)	2040 (3.9)	3744 (7.1)	3.55% Con-Lab
Northampton North	13735 (34.1)	11799 (29.3)	11250 (27.9)	1238 (3.1)	2249 (5.6)	1936 (4.8)	2.4% Con-Lab
Wirral West	16726 (42.48)	14290 (36.3)	6630 (16.8)	899 (2.3)	827 (2.1)	2436 (6.2)	3.1% Con-Lab
Worcester	19358 (39.5)	16376 (33.4)	9525 (19.4)	1360 (2.8)	2355 (4.8)	2982 (6.1)	3.05% Con-Lab