

Lord Ashcroft Polls

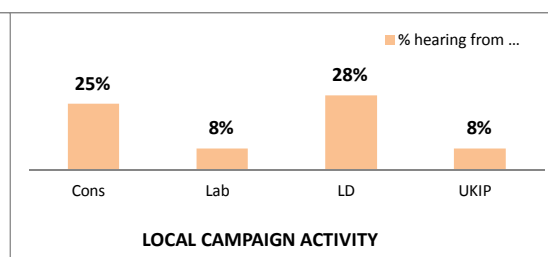
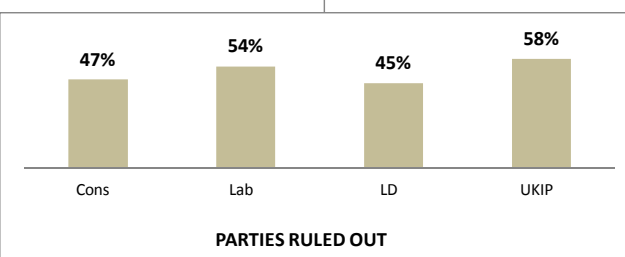
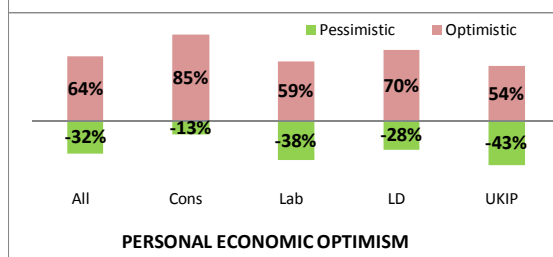
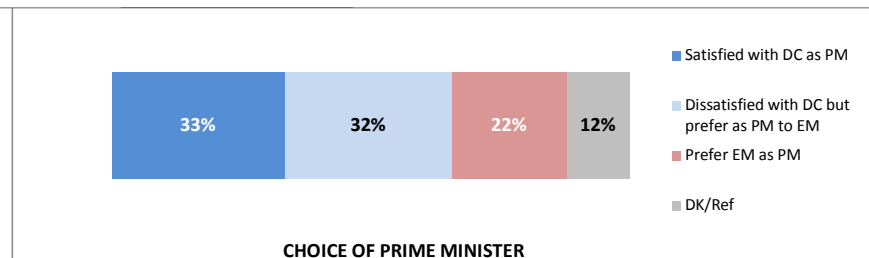
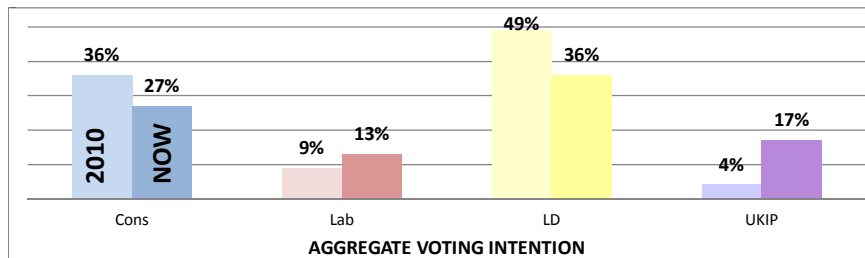
General Election 2015

CONSTITUENCY POLLING REPORT

Wider Liberal Democrat battleground
November 2014

EXTENDED LD-HELD SEATS: CON-LD BATTLEGROUND NOVEMBER 2014

	27/10-20/11/14						Implied result
	Lead	Swing	UKIP				
Cheltenham	8%	1.0%	11%				LD HOLD
Brecon and Radnorshire	4%	2.5%	17%				LD HOLD
North Devon	1%	6.0%	23%				CON GAIN
Carshalton & Wallington	20%	4.5%	17%				LD HOLD
Portsmouth South	5%	9.0%	17%				CON GAIN
Kingston and Surbiton	8%	2.5%	10%				LD HOLD
Southport	13%	0.5%	21%				LD HOLD
Thornbury and Yate	23%	4.0%	17%				LD HOLD
Colchester	14%	0.5%	18%				LD HOLD
Hazel Grove	6%	4.5%	17%				LD HOLD
Lewes	8%	3.5%	15%				LD HOLD
BATTLEGROUND SWING	9%	2.0%	17%				



Methodology

15,007 adults were interviewed by telephone between 27 October and 20 November 2014 in the following constituencies:

CONSERVATIVE TARGETS	LABOUR TARGETS
Brecon & Radnorshire (1,000: 27 October – 1 November)	Birmingham Yardley (1,000: 27 October – 30 November)
Carshalton & Wallington (1,000: 29 October – 6 November)	Burnley (1,001: 27 – 30 October)
Cheltenham (1,000: 27 October – 1 November)	
Colchester (1,000: 4 – 14 November)	
Hazel Grove (1,000: 4 – 15 November)	
Kingston & Surbiton (1,000: 27 October – 8 November)	
Lewes (1,000: 11 – 20 November)	
North Devon (1,000: 29 October – 6 November)	
Portsmouth South (1,001: 29 October – 6 November)	
Southport (1,001: 4 – 13 November)	
Thornbury & Yate (1,000: 4 – 14 November)	
OTHER SEATS	
Watford (1,000: 11 – 20 November)	
Wyre Forest (1,004: 11 – 20 November)	

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, Plaid Cymru [Brecon & Radnorshire] 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)					Lead	Swing since 2010 (on local VI)	Implied result
	Con	Lib Dem	Lab	UKIP	Other	Con	Lib Dem	Lab	UKIP	Other			
Brecon & Radnorshire	32	18	18	21	11	27 (-10)	31 (-15)	15 (+4)	17 (+15)	10 (+5)	4%	2.5% LD-Con	Lib Dem hold
Carshalton & Wallington	30	25	17	22	6	23 (-14)	43 (-5)	12 (+3)	17 (+14)	4 (+1)	20%	4.5% Con-LD	Lib Dem hold
Cheltenham	40	25	12	14	9	34 (-7)	42 (-9)	7 (+2)	11 (+9)	6 (+5)	8%	1% LD-Con	Lib Dem hold
Colchester	30	20	20	20	11	22 (-11)	36 (-12)	17 (+5)	18 (+15)	7 (+3)	14%	0.5% LD-Con	Lib Dem hold
Hazel Grove	32	22	19	21	6	29 (-5)	35 (-14)	15 (+2)	17 (+12)	4 (+4)	6%	4.5% LD-Con	Lib Dem hold
Kingston & Surbiton	34	23	21	13	9	30 (-7)	38 (-12)	16 (+7)	10 (+7)	7 (+5)	8%	2.5% LD-Con	Lib Dem hold
Lewes	33	25	14	19	8	29 (-8)	37 (-15)	9 (+4)	15 (+12)	9 (+6)	8%	3.5% LD-Con	Lib Dem hold
North Devon	34	22	12	24	8	30 (-6)	29 (-18)	9 (+4)	23 (+16)	9 (+5)	1%	6% LD-Con	Con gain
Portsmouth South	32	16	21	21	10	30 (-3)	25 (-21)	20 (+6)	17 (+15)	7 (+2)	5%	9% LD-Con	Con gain
Southport	30	21	19	25	5	24 (-12)	37 (-13)	14 (+5)	21 (+16)	3 (+3)	13%	0.5% LD-Con	Lib Dem hold
Thornbury & Yate	33	28	13	21	5	24 (-13)	47 (-5)	9 (+2)	17 (+13)	4 (+4)	23%	4% Con-LD	Lib Dem hold
Watford	34	15	28	17	5	30 (-5)	28 (-4)	24 (-3)	14 (+12)	3 (-1)	2%	0.5% LD-Con	Con hold
Wyre Forest	34	4	21	29	12	32 (-5)	7 (-5)	16 (+2)	27 (+24)	18 (-16)	5%	3.5% Con-Lab	Con hold
Birmingham Yardley	18	18	37	23	4	12 (-7)	34 (-6)	31 (-1)	19 (+16)	3 (-3)	3%	2.5% LD-Lab	Lib Dem hold
Burnley	16	12	38	29	5	11 (-6)	23 (-13)	38 (+7)	25 (+23)	4 (-10)	13%	10% LD-Lab	Lab gain

Lib Dem-Conservative aggregate battleground results

Data weighted to be representative of the Lib Dem-Conservative battleground as a whole: the 11 Lib Dem-held Conservative targets.

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

%	Standard voting intention					Constituency voting intention					Swing (based on const. VI)
	Con	Lib Dem	Lab	UKIP	Other	Con	Lib Dem	Lab	UKIP	Other	
LD-Con seats	33	22	17	20	2	27 (-9)	36 (-13)	13 (+4)	17 (+13)	7	2% 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
LD-Con seats	47	54	45	58	82	59	71	77	52	85	64	52	80	63	79	70

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
LD-Con seats	61	35	64	32	85	13	85	13	54	44	59	38	68	30	70	28	53	45	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
LD-Con seats	33	32	22	65	32	2	17	15	65	30	39	25	21	49	18

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	None of them
LD-Con seats	25	8	28	8	54

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
LD-Con seats	30	17	16	21	17	80	16	1	1	2	3	2	22	71	2	7	40	37	10	5	35	15	11	18	22

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
Brecon & Radnorshire	82	58	64	85	47	80	60	57	71	67	78	73
Carshalton & Wallington	83	55	66	76	44	79	64	52	79	68	81	74
Cheltenham	87	58	75	68	40	88	68	50	88	61	87	76
Colchester	78	59	70	71	56	86	60	55	80	65	76	65
Hazel Grove	83	58	69	88	64	88	72	64	76	55	79	67
Kingston & Surbiton	76	57	68	70	39	89	63	45	80	47	73	59
Lewes	86	64	78	80	38	88	62	48	82	64	82	72
North Devon	82	64	69	76	59	80	70	49	78	66	79	71
Portsmouth South	74	62	74	76	66	86	69	53	84	60	69	69
Southport	85	59	71	79	66	83	76	50	78	70	78	70
Thornbury & Yate	86	54	72	77	46	86	56	57	82	64	82	63
Watford	75	56	69	73	54	76	60	45	89	63	70	67
Wyre Forest	76	68	71	73	65	68	70	62	80	64	80	86
Birmingham Yardley	73	51	60	75	58	75	63	57	71	76	72	61
Burnley	73	57	54	77	61	79	56	59	69	67	71	69

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
Brecon & Radnorshire	57	40	58	39
Carshalton & Wallington	60	37	64	33
Cheltenham	66	31	68	28
Colchester	59	38	61	36
Hazel Grove	60	35	63	33
Kingston & Surbiton	68	29	70	27
Lewes	60	35	65	32
North Devon	59	38	63	33
Portsmouth South	60	37	63	34
Southport	55	40	60	35
Thornbury & Yate	67	29	68	27
Watford	64	32	66	31
Wyre Forest	60	36	63	32
Birmingham Yardley	51	45	55	41
Burnley	48	47	56	40

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
Brecon & Radnorshire	30	33	24	13
Carshalton & Wallington	33	36	21	11
Cheltenham	39	32	19	10
Colchester	30	33	24	13
Hazel Grove	32	31	27	10
Kingston & Surbiton	35	31	22	11
Lewes	31	32	24	13
North Devon	36	31	20	12
Portsmouth South	30	30	30	10
Southport	32	30	21	18
Thornbury & Yate	36	35	17	12
Watford	31	34	24	11
Wyre Forest	31	32	22	14
Birmingham Yardley	27	28	29	16
Burnley	23	31	30	17

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
Brecon & Radnorshire	15	14	9	4	68
Carshalton & Wallington	15	34	6	8	55
Cheltenham	24	34	5	6	53
Colchester	23	26	11	7	56
Hazel Grove	33	49	10	7	36
Kingston & Surbiton	23	27	11	7	56
Lewes	49	24	9	10	38
North Devon	26	15	5	8	60
Portsmouth South	24	26	7	9	57
Southport	4	23	7	7	70
Thornbury & Yate	39	42	6	10	39
Watford	30	33	16	5	46
Wyre Forest	13	5	11	8	73
Birmingham Yardley	8	32	16	7	56
Burnley	4	10	12	7	77

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
Brecon & Radnorshire	30	18	16	20	16
Carshalton & Wallington	32	16	14	22	16
Cheltenham	32	18	17	17	17
Colchester	28	15	16	25	17
Hazel Grove	31	16	15	22	16
Kingston & Surbiton	30	15	20	19	16
Lewes	31	15	17	19	17
North Devon	33	17	13	18	19
Portsmouth South	26	17	15	28	14
Southport	28	14	16	25	19
Thornbury & Yate	31	23	14	15	18
Watford	28	15	13	26	18
Wyre Forest	34	10	13	22	21
Birmingham Yardley	19	12	16	35	18
Burnley	20	10	15	34	21

Appendix: results at 2010 general election

(%)	Con	Lib Dem	Labour	UKIP	Others	Majority	Swing needed
Brecon & Radnorshire	14182 (36.5)	17929 (46.2)	4096 (10.5)	876 (2.3)	1762 (4.5)	3747 (9.6)	4.8% LD-Con
Carshalton & Wallington	16920 (36.8)	22180 (48.3)	4015 (8.7)	1348 (2.9)	1455 (3.2)	5260 (11.5)	5.75% LD-Con
Cheltenham	21739 (41.2)	26659 (50.5)	2703 (5.1)	1192 (2.3)	493 (0.9)	4920 (9.3)	4.65 LD-Con
Colchester	15169 (32.9)	22151 (48.0)	5680 (12.3)	1350 (2.9)	1789 (3.9)	6982 (15.1)	7.55% LD-Con
Hazel Grove	14114 (33.6)	20485 (48.8)	5234 (12.5)	2148 (5.1)	-	6371 (15.2)	7.6% LD-Con
Kingston & Surbiton	20868 (36.5)	28428 (49.8)	5337 (9.3)	1450 (2.5)	1028 (1.8)	7560 (13.2)	6.6% LD-Con
Lewes	18401 (36.7)	26048 (52.0)	2508 (5.0)	1728 (3.4)	1403 (2.8)	7647 (15.3)	7.65% LD - Con
North Devon	18484 (36.0)	24305 (47.4)	2671 (5.2)	3720 (7.2)	2141 (4.2)	5821 (11.3)	5.65% LD-Con
Portsmouth South	13721 (33.3)	18921 (45.9)	5640 (13.7)	876 (2.1)	2106 (5.1)	5200 (12.6)	6.3% LD-Con
Southport	15683 (35.8)	21707 (49.6)	4116 (9.4)	2251 (5.1)	-	6024 (13.8)	6.9% LD-Con
Thornbury & Yate	17916 (37.2)	25032 (51.9)	3385 (7.0)	1709 (3.5)	184 (0.4)	7116 (14.8)	7.4% LD-Con
Watford	19291 (34.9)	17866 (32.4)	14750 (26.7)	1199 (2.2)	2102 (3.8)	1425 (2.6)	1.3% Con – LD
Wyre Forest	18793 (36.9)	6040 (11.9)	7298 (14.3)	1498 (2.9)	Ind. Health: 16150 (31.7) BNP: 1120 (2.2)	2643 (5.2) over Ind. 11495 (22.6) over Lab	11.3% Con-Lab
Birmingham Yardley	7836 (19.2)	16162 (39.6)	13160 (32.2)	1190 (2.9)	2502 (6.1)	3002 (7.3)	3.65% LD-Lab
Burnley	6950 (16.6)	14932 (35.7)	13114 (31.3)	929 (2.2)	5920 (14.1)	1818 (4.3)	2.15% LD-Lab