

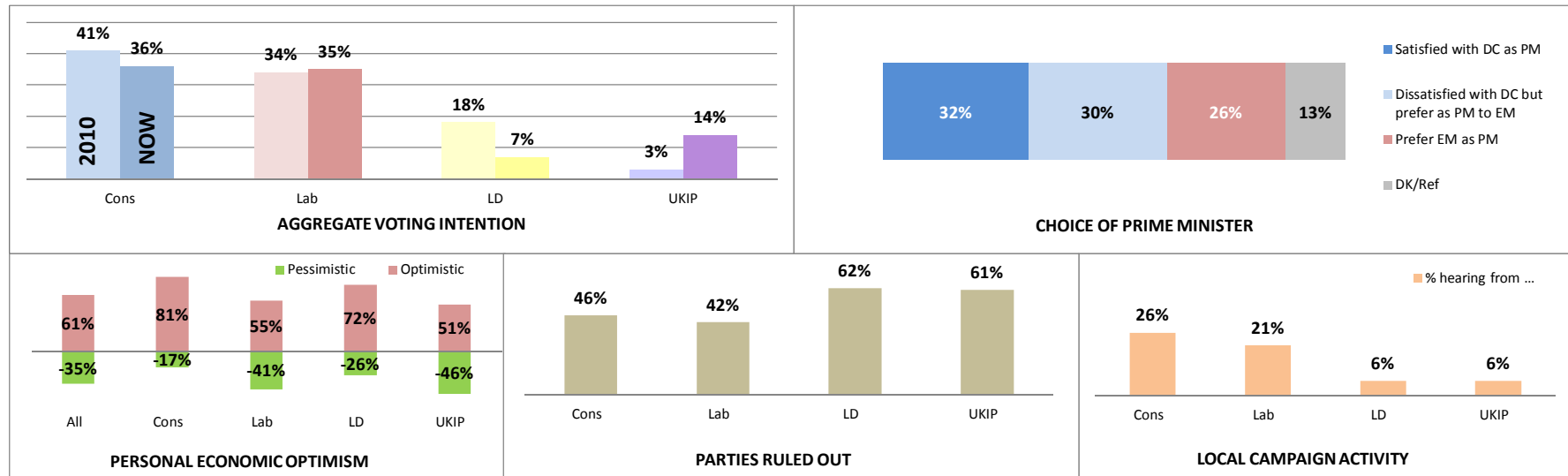
# Lord Ashcroft Polls

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

**Conservative defensive seats  
Labour-held UKIP targets  
Brighton Pavilion  
December 2014**

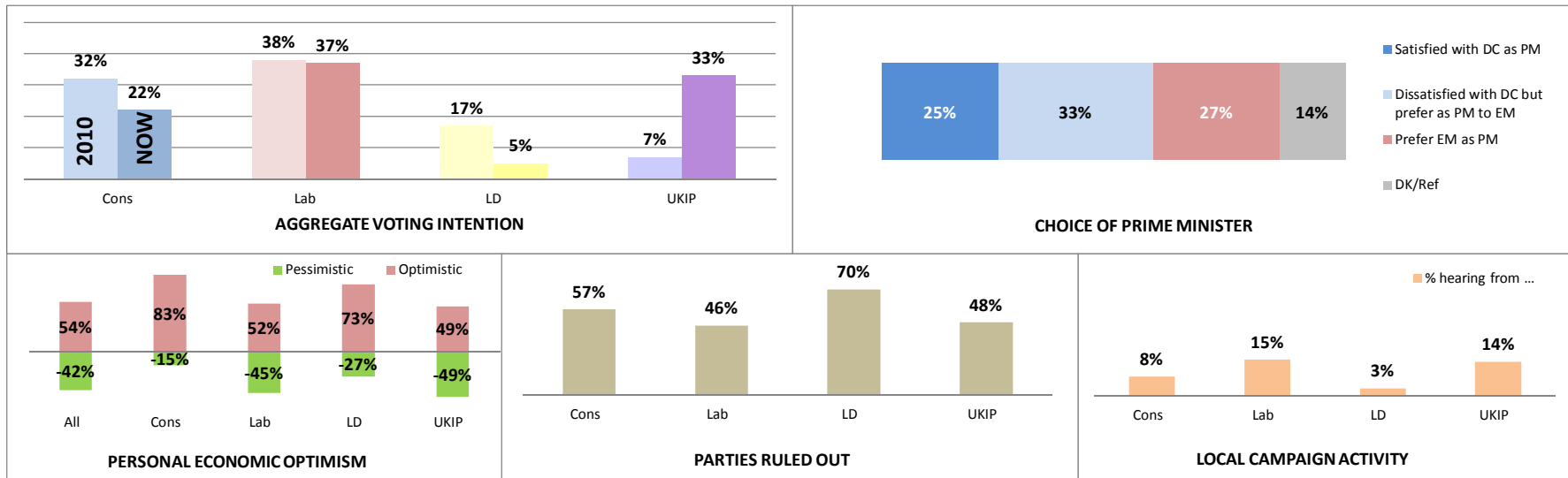
## CON HELD LABOUR FURTHER EXTENDED BATTLEGROUND DECEMBER 2014

	20-29/11/14			Implied result
	Lead	Swing	UKIP	
Harrow East	3%	2.0%	13%	CON HOLD
Warwick and Leamingto	4%	2.0%	14%	CON HOLD
South Swindon	0%	4.0%	20%	TIE
Ealing Central and Acton	6%	7.0%	6%	LAB GAIN
Pendle	3%	2.5%	17%	CON HOLD
Stevenage	5%	6.5%	18%	LAB GAIN
Elmet and Rothwell	4%	2.0%	16%	CON HOLD
Carmarthen West and S	4%	2.0%	14%	CON HOLD
<b>BATTLEGROUND SWING</b>	<b>1%</b>	<b>3.0%</b>	<b>14%</b>	



## LAB-UKIP BATTLEGROUND NOVEMBER 2014

	20-29/11/14			Implied result
	Lead	Swing	UKIP	
Great Grimsby	1%	13.0%	34%	LAB HOLD
Dudley North	3%	14.0%	34%	LAB HOLD
Plymouth, Moor View	5%	12.0%	30%	LAB HOLD
Rother Valley	6%	14.5%	34%	LAB HOLD
<b>BATTLEGROUND SWING</b>	<b>4%</b>	<b>13.5%</b>	<b>33%</b>	



# Methodology

---

13,003 adults were interviewed by telephone between 11 November and 14 December 2014 in the following constituencies:

CON-HELD LABOUR TARGETS	LAB-HELD UKIP TARGETS
<b>Carmarthen West &amp; South Pembrokeshire</b> (1,000: 8 – 13 Dec)	<b>Dudley North</b> (1,001: 20 – 27 Nov)
<b>Ealing Central &amp; Acton</b> (1,000: 1 – 6 Dec)	<b>Great Grimsby</b> (1,001: 20 – 27 Nov)
<b>Elmet &amp; Rothwell</b> (1,000: 8 – 13 Dec)	<b>Plymouth Moor View</b> (1,000: 24 – 28 Nov)
<b>Harrow East</b> (1,000: 1 – 7 Dec)	<b>Rother Valley</b> (1,000: 24 – 29 Nov)
<b>Pendle</b> (1,000: 8 – 14 Dec)	
<b>South Swindon</b> (1,000: 1 – 6 Dec)	<b>GREEN-HELD LAB TARGET</b>
<b>Stevenage</b> (1,000: 8 – 13 Dec)	<b>Brighton Pavilion</b> (1,001: 11 – 20 Nov)
<b>Warwick &amp; Leamington</b> (1,000: 1 – 6 Dec)	

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).

# 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 [Carmarthen W. & S. Pembrokeshire], the Green Party [Brighton Pavilion] 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	Lab	Lib Dem	UKIP	Green	Other	Con	Lab	Lib Dem	UKIP	Green	Other			
Carmarthen W. & S. Pembrokeshire	32	30	4	16	3	15 [PC 13]	33 (-8)	29 (-4)	4 (-8)	14 (+11)	3 (+3)	17 [PC 16 +6] (+6)	4%	2% Con-Lab	Con hold
Ealing Central & Acton	33	39	10	8	9	1	34 (-4)	40 (+10)	11 (-17)	6 (+4)	7 (+5)	2 (+1)	6%	7% Con-Lab	Lab gain
Elmet & Rothwell	38	34	4	19	3	1	39 (-4)	35 (-)	6 (-10)	16 (+13)	3 (+3)	1 (-3)	4%	2% Con-Lab	Con hold
Harrow East	39	39	4	15	3	1	40 (-5)	37 (-1)	6 (-8)	13 (+11)	3 (+1)	- (-)	3%	2% Con-Lab	Con hold
Pendle	34	36	7	19	3	2	36 (-3)	33 (+2)	11 (-9)	17 (+14)	2 (+2)	1 (-6)	3%	2.5% Con-Lab	Con hold
South Swindon	31	34	7	22	5	-	34 (-8)	34 (-)	7 (-11)	20 (+16)	4 (+3)	- (-1)	0%	4% Con-Lab	Tie
Stevenage	33	34	6	23	3	-	33 (-8)	38 (+5)	7 (-10)	18 (+13)	3 (+3)	- (4)	5%	6.5% Con-Lab	Lab gain
Warwick & Leamington	37	33	7	16	7	-	38 (-5)	34 (-1)	7 (-11)	14 (+12)	7 (+6)	- (-0.4)	4%	2% Con-Lab	Con hold
Dudley North	27	34	3	34	2	1	24 (-13)	37 (-2)	3 (-8)	34 (+26)	2 (+2)	1 (-4)	3%	5.5% Con-Lab 14% Lab-UKIP	Lab hold
Great Grimsby	21	31	5	37	2	3	20 (-11)	35 (+2)	8 (-14)	34 (+28)	2 (+2)	2 (-6)	1%	6.5% Con-Lab 13% Lab-UKIP	Lab hold
Plymouth Moor View	28	31	5	32	3	2	26 (-7)	35 (-2)	5 (-12)	30 (+22)	2 (+1)	1 (-3)	5%	2.5% Con-Lab 12% Lab-UKIP	Lab hold
Rother Valley	21	35	4	36	4	1	18 (-10)	40 (-1)	4 (-13)	34 (+28)	3 (+3)	2 (-6)	6%	4.5% Con-Lab 14.5% Lab-UKIP	Lab hold
Brighton Pavilion	21	35	4	8	30	1	21 (-3)	28 (-1)	5 (-9)	8 (+6)	38 (+7)	1 (+1)	10%	4% Lab-Green	Green hold

# Aggregate battleground results

Data weighted to be representative of battlegrounds as a whole: 8 Con-held Labour targets and 3 Lab-held UKIP 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	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Other	
Con-Lab	35	35	6	17	7	36 (-5)	35 (+1)	7 (-11)	14 (+11)	7	3.0% Con-Lab
Lab-UKIP	24	33	4	35	5	22 (-10)	37 (-1)	5 (-12)	33 (+26)	3	13.5% Lab-UKIP

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
Con-Lab	46	42	62	61	73	71	73	74	68	81	57	42	78	64	74	81
Lab-UKIP	57	46	70	48	74	75	68	81	74	77	63	38	74	72	72	85

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
Con-Lab	56	40	61	35	80	17	81	17	49	48	55	41	68	30	72	26	46	52	51	46
Lab-UKIP	50	46	54	42	80	17	83	15	46	50	52	45	62	32	73	27	44	54	49	49

**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
<b>Con-Lab</b>	32	30	26	64	34	1	18	17	60	32	40	22	19	50	19
<b>Lab-UKIP</b>	25	33	27	62	36	2	15	18	63	32	44	16	18	44	24

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
<b>Con-Lab</b>	26	21	6	6	57
<b>Lab-UKIP</b>	8	15	3	14	72

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
<b>Con-Lab</b>	29	10	12	32	16	80	14	2	2	2	3	1	16	77	3	5	37	47	8	3	32	14	8	26	20
<b>Lab-UKIP</b>	25	10	10	36	20	79	17	1	2	2	2	1	14	81	2	2	37	40	14	7	29	13	9	29	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
Carmarthen W. & S. Pembrokeshire	81	76	68	81	79	82	69	42	71	62	73	82
Ealing Central & Acton	66	68	84	74	68	85	52	33	97	57	75	71
Elmet & Rothwell	79	72	72	75	73	80	70	62	75	58	67	81
Harrow East	59	69	75	63	64	79	44	27	71	61	84	85
Pendle	78	63	65	76	69	75	68	48	80	64	80	86
South Swindon	77	72	71	70	62	77	33	37	69	70	75	79
Stevenage	78	77	74	83	70	80	66	53	75	78	71	88
Warwick & Leamington	73	74	72	76	59	85	70	45	71	54	70	73
Dudley North	71	72	69	77	73	73	56	42	70	74	74	86
Great Grimsby	72	77	70	77	70	77	64	44	68	77	78	82
Plymouth Moor View	78	80	67	83	76	74	57	32	72	71	71	83
Rother Valley	77	73	65	88	80	83	80	42	79	63	66	87

	Con voters				Lab voters				Lib Dem voters				UKIP voters				Green voters			
	Not Lab	Not LD	Not UKIP	Not Grn	Not Con	Not LD	Not UKIP	Not Grn	Not Con	Not Lab	Not UKIP	Not Grn	Not Con	Not Lab	Not LD	Not Grn	Not Con	Not Lab	Not LD	Not UKIP
Brighton Pavilion	72	75	81	87	86	73	92	53	72	62	86	49	65	68	86	85	86	36	63	91



## 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
Carmarthen W. & S. Pembrokeshire	48	48	54	42
Ealing Central & Acton	59	37	63	32
Elmet & Rothwell	56	40	60	35
Harrow East	60	36	62	35
Pendle	51	45	57	38
South Swindon	59	39	64	32
Stevenage	54	41	60	36
Warwick & Leamington	62	35	68	29
Dudley North	46	49	53	44
Great Grimsby	53	44	57	40
Plymouth Moor View	49	45	53	43
Rother Valley	52	44	55	41
Brighton Pavilion	55	41	63	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
Carmarthen W. & S. Pembrokeshire	28	31	26	14
Ealing Central & Acton	30	30	29	11
Elmet & Rothwell	32	31	26	12
Harrow East	40	25	22	12
Pendle	31	30	26	12
South Swindon	33	33	22	12
Stevenage	29	31	27	13
Warwick & Leamington	31	32	25	12
Dudley North	27	32	25	15
Great Grimsby	23	33	31	13
Plymouth Moor View	26	33	26	14
Rother Valley	24	34	28	13
Brighton Pavilion	21	24	45	10

# 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
Carmarthen W. & S. Pembrokeshire	26	11	3	5	63
Ealing Central & Acton	20	17	9	8	63
Elmet & Rothwell	48	27	10	8	38
Harrow East	31	28	7	6	50
Pendle	38	19	6	7	51
South Swindon	13	21	5	7	65
Stevenage	17	20	5	7	63
Warwick & Leamington	16	21	6	6	64
Dudley North	18	27	4	19	54
Great Grimsby	5	11	4	11	78
Plymouth Moor View	6	11	2	9	78
Rother Valley	5	12	3	17	77

	From Cons	From Labour	From Lib Dems	From UKIP	From Greens	From none
Brighton Pavilion	10	26	2	4	27	53

# 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
Carmarthen W. & S. Pembrokeshire	30	10	10	32	18
Ealing Central & Acton	25	12	19	32	12
Elmet & Rothwell	33	11	10	31	15
Harrow East	34	9	10	32	15
Pendle	27	8	11	35	19
South Swindon	28	12	12	30	19
Stevenage	28	9	11	33	19
Warwick & Leamington	31	11	13	29	15
Dudley North	27	8	9	36	19
Great Grimsby	23	8	11	38	20
Plymouth Moor View	26	11	11	31	21
Rother Valley	23	10	9	37	20
Brighton Pavilion	22	7	16	43	12

## Appendix: results at 2010 general election

(%)	Con	Labour	Lib Dem	UKIP	Green	Others	Majority	Swing needed
<b>Carmarthen W. &amp; S. Pembrokeshire</b>	16649 (41.1)	13226 (32.7)	4890 (12.1)	1146 (2.8)	-	4596 (11.3)	3423 (8.5)	4.25% Con-Lab
<b>Ealing Central &amp; Acton</b>	17994 (38.0)	14228 (30.1)	13041 (27.6)	765 (1.6)	737 (1.6)	485 (1.0)	3716 (7.9)	3.95% Con-Lab
<b>Elmet &amp; Rothwell</b>	23778 (42.6)	19257 (34.5)	9109 (16.3)	1593 (2.9)	-	2052 (3.7)	4521 (8.1)	4.05% Con-Lab
<b>Harrow East</b>	21435 (44.7)	18032 (37.6)	6850 (14.3)	896 (1.9)	793 (1.7)	-	3403 (7.1)	3.55% Con-Lab
<b>Pendle</b>	17512 (38.9)	13927 (30.9)	9095 (20.2)	1476 (3.3)	-	3035 (6.7)	3585 (8.0)	4.00% Con-Lab
<b>South Swindon</b>	19687 (41.8)	16143 (34.3)	8305 (17.6)	2029 (4.3)	619 (1.3)	336 (0.7)	3544 (7.5)	3.75% Con-Lab
<b>Stevenage</b>	18491 (41.4)	14913 (33.4)	7432 (16.6)	2004 (4.5)	-	1811 (4.1)	3578 (8.0)	4.00% Con-Lab
<b>Warwick &amp; Leamington</b>	20876 (42.6)	17363 (35.4)	8977 (18.3)	926 (1.9)	693 (1.4)	197 (0.4)	3513 (7.2)	3.60% Con-Lab
<b>Dudley North</b>	14274 (37.0)	14923 (38.7)	4066 (10.5)	3267 (8.5)	-	2072 (5.4)	649 (1.7)	0.85% Con-Lab
<b>Great Grimsby</b>	10063 (30.5)	10777 (32.7)	7388 (22.4)	2043 (6.2)	-	2683 (8.1)	714 (2.2)	1.10% Lab-Con
<b>Plymouth Moor View</b>	13845 (33.3)	15433 (37.2)	7016 (16.9)	3188 (7.7)	398 (1.0)	1646 (4.0)	1588 (3.8)	1.90% Lab-Con
<b>Rother Valley</b>	13281 (28.4)	19147 (40.9)	8111 (17.3)	2613 (5.6)	-	3616 (7.7)	5866 (12.5)	6.25% Lab-Con
<b>Brighton Pavilion</b>	12275 (23.7)	14986 (28.9)	7159 (13.8)	948 (1.8)	16238 (31.3)	228 (0.4)	1252 (2.4)	1.20% Grn-Lab