

Lord Ashcroft Polls

General Election 2015 CONSTITUENCY POLLING REPORT

Con-held UKIP targets
February 2015

Methodology

4,003 adults were interviewed by telephone between 26 January and 5 February in the following constituencies:

CON-HELD UKIP TARGETS
Boston & Skegness (1,000: 26 Jan – 5 Feb)
Castle Point (1,002: 26 Jan – 5 Feb)
North East Cambridgeshire (1,000: 26 Jan – 5 Feb)
South Basildon & East Thurrock (1,001: 26 Jan – 5 Feb)

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 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			
Boston & Skegness	39	17	5	35	3	1	38 (-11)	17 (-4)	5 (-10)	35 (+26)	3 (+3)	2 (-4)	3	18.5% Con-UKIP	Con hold
Castle Point	39	18	3	37	1	2	37 (-7)	16 (+1)	3 (-6)	36 (+36)	2 (+2)	6 (-26)*	1	21.5% Con-UKIP	Con hold
North East Cambridgeshire	41	19	7	27	5	2	46 (-6)	17 (-1)	7 (-13)	25 (+20)	4 (+4)	1 (-4)	21	13% Con-UKIP	Con hold
South Basildon & East Thurrock	34	28	4	28	4	2	35 (-9)	28 (-3)	3 (-10)	29 (+23)	3 (+3)	1 (-5)	6	16% Con-UKIP	Con hold

* in 2010 Bob Spink stood as an Independent candidate and came second with 12,174 (27%)

Aggregate battleground results

Data weighted to be representative of the four seats combined.

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-UKIP	38	20	5	32	5	39	19	5	32	5	18% Con-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-UKIP	43	55	65	47	78	75	69	67	69	76	53	50	74	67	77	81

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-UKIP	58	37	63	33	83	13	85	12	54	43	64	34	67	28	69	23	48	47	52	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
Con-UKIP	35	31	19	73	24	2	19	13	63	34	40	18	18	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 Labour	Heard from Lib Dems	Heard from UKIP	None of them
Con-Lab	10	7	3	15	75

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
Con-UKIP	34	13	9	22	23	82	15	1	1	2	2	2	15	79	2	8	44	35	3	11	31	13	9	22	25

Parties ruled out?

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

%	Con voters			Labour 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 Lib Dems
Boston & Skegness	78	70	72	71	75	75	71	73	80
Castle Point	81	80	67	77	72	82	61	83	83
North East Cambridgeshire	81	72	70	60	58	78	66	81	77
South Basildon & East Thurrock	72	77	69	65	70	71	68	74	85

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
Boston & Skegness	58	36	63	32
Castle Point	56	39	61	35
North East Cambridgeshire	59	36	66	29
South Basildon & East Thurrock	59	37	61	36

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
Boston & Skegness	37	29	21	12
Castle Point	32	36	15	17
North East Cambridgeshire	36	32	17	14
South Basildon & East Thurrock	34	29	23	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
Boston & Skegness	7	3	3	11	82
Castle Point	7	4	2	20	74
North East Cambridgeshire	7	3	2	4	88
South Basildon & East Thurrock	18	18	4	22	58

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
Boston & Skegness	32	13	10	24	21
Castle Point	36	13	7	18	27
North East Cambridgeshire	34	15	8	20	23
South Basildon & East Thurrock	32	9	10	27	22

Appendix: results at 2010 general election

(%)	Con	Labour	Lib Dem	UKIP	Others	Majority
Boston & Skegness	21325 (49.4)	8899 (20.6)	6371 (14.8)	4081 (9.4)	2249 (5.7)	12426 (28.8)
Castle Point	19806 (44.0)	6609 (14.7)	4232 (9.4)	-	14379 (31.9)*	7632 (17.0)
North East Cambridgeshire	26862 (51.6)	9274 (17.8)	10437 (20.0)	2791 (5.4)	2700 (5.2)	16425 (31.5)
South Basildon & East Thurrock	19624 (43.9)	13852 (31.0)	5977 (13.4)	2639 (5.9)	2643 (5.9)	5772 (12.9)

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