

Lord Ashcroft Polls

General Election 2015
CONSTITUENCY POLLING REPORT

Con-Lab defensive marginals
Scottish constituencies
March 2015

Methodology

12,005 adults were interviewed by telephone between 2 and 26 February 2015 in the following constituencies:

SCOTTISH CONSTITUENCIES	CON-HELD LABOUR TARGETS
Aberdeenshire West & Kincardine (1,001: 11 – 19 February)	Colne Valley (1,000: 2 – 12 February)
Ayr, Carrick & Cumnock (1,000: 10 – 19 February)	High Peak (1,000: 4 – 12 February)
Dumfries & Galloway (1,002: 19 – 26 February)	Norwich North (1,000: 4 – 12 February)
Dumfriesshire, Clydesdale & Tweeddale (1,001: 10 – 19 February)	Vale of Glamorgan (1,000: 2 – 12 February)
East Renfrewshire (1,000: 16 – 26 February)	
Edinburgh South West (1,000: 11 – 19 February)	
Kirkcaldy & Cowdenbeath (1,000: 19 – 26 February)	
Ross, Skye & Lochaber (1,001: 16 – 26 February)	

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, SNP (Scotland), Plaid Cymru (Wales), 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	SNP	Other	Con	Lab	Lib Dem	SNP	Other			
Aberdeenshire West & Kincardine	27	13	15	39	5	25 (-5)	10 (-4)	20 (-18)	39 (+23)	5 (+3)	14	20.5% LD-SNP	SNP gain
Ayr, Carrick & Cumnock	21	32	3	40	5	21 (-5)	31 (-16)	2 (-7)	42 (+24)	4 (+4)	11	20% Lab-SNP	SNP gain
Dumfries & Galloway	30	28	2	32	7	30 (-2)	28 (-18)	2 (-7)	34 (+22)	6 (+5)	4	20% Lab-SNP	SNP gain
Dumfriesshire, Clydesdale & Tweeddale	33	18	7	34	8	34 (-4)	18 (-11)	7 (-13)	34 (+23)	7 (+4)	0	13.5% Con-SNP	Tie
East Renfrewshire	26	32	2	35	5	26 (-4)	34 (-17)	2 (-7)	33 (+24)	4 (+3)	1	20.5% Lab-SNP	Lab hold
Edinburgh South West	19	27	6	39	9	19 (-5)	27 (-16)	4 (-14)	40 (+28)	9 (+6)	13	22% Lab-SNP	SNP gain
Kirkcaldy & Cowdenbeath	10	37	2	45	6	7 (-2)	39 (-26)	3 (-6)	45 (+31)	6 (+3)	6	28.5% Lab-SNP	SNP gain
Ross, Skye & Lochaber	13	11	25	40	10	8 (-4)	9 (-6)	35 (-18)	40 (+25)	9 (+4)	5	21.5% LD-SNP	SNP gain

% (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			
Colne Valley	33	34	9	13	9	1	33 (-4)	32 (+6)	12 (-16)	11 (+9)	10 (+8)	2 (-3)	1	5% Con-Lab	Con hold
High Peak	37	37	5	12	7	2	37 (-4)	38 (+6)	6 (-16)	12 (+9)	6 (+4)	1 (+0.5)	1	5% Con-Lab	Lab gain
Norwich North	34	34	5	15	11	1	34 (-7)	35 (+4)	5 (-13)	16 (+12)	10 (+7)	0 (-)	1	5.5% Con-Lab	Lab gain
Vale of Glamorgan	40	32	5	10	5	9	38 (-4)	32 (-1)	4 (-11)	10 (+7)	3 (+2)	13 (+7)	6	1.5% Con-Lab	Con hold

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				SNP voters			
	Not Lab	Not LD	Not SNP	Not UKIP	Not Con	Not LD	Not SNP	Not UKIP	Not Con	Not Lab	Not SNP	Not UKIP	Not Con	Not Lab	Not LD	Not UKIP
Aberdeenshire West & Kincardine	79	63	84	84	76	57	69	91	62	58	79	90	85	76	78	87
Ayr, Carrick & Cumnock	78	79	83	86	78	85	66	82	-	-	-	-	90	79	90	87
Dumfries & Galloway	72	75	81	79	82	77	61	84	-	-	-	-	88	69	90	87
Dumfriesshire, Clydesdale & Tweeddale	83	77	84	83	81	72	73	88	-	-	-	-	84	76	84	88
East Renfrewshire	72	79	90	85	80	77	68	92	-	-	-	-	88	75	87	94
Edinburgh South West	72	75	91	86	81	68	69	87	-	-	-	-	88	66	84	89
Kirkcaldy & Cowdenbeath	76	72	82	82	78	83	68	85	-	-	-	-	90	71	88	92
Ross, Skye & Lochaber	83	43	81	73	77	51	52	86	66	65	73	88	90	77	72	90

%	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
Colne Valley	78	65	73	84	67	82	43	42	70	64	72	85
High Peak	76	68	74	80	68	87	65	54	93	62	76	77
Norwich North	76	65	77	78	74	83	63	45	93	60	73	79
Vale of Glamorgan	77	76	77	82	71	82	39	45	81	63	77	88

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
Aberdeenshire West & Kincardine	61	35	67	30
Ayr, Carrick & Cumnock	57	39	63	33
Dumfries & Galloway	61	35	67	30
Dumfriesshire, Clydesdale & Tweeddale	61	34	65	32
East Renfrewshire	66	30	74	23
Edinburgh South West	70	28	72	26
Kirkcaldy & Cowdenbeath	55	41	65	31
Ross, Skye & Lochaber	60	35	67	29
Colne Valley	59	36	64	32
High Peak	62	34	65	31
Norwich North	59	36	64	32
Vale of Glamorgan	59	37	65	31

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
Aberdeenshire West & Kincardine	33	33	23	12
Ayr, Carrick & Cumnock	24	27	33	16
Dumfries & Galloway	30	30	26	14
Dumfriesshire, Clydesdale & Tweeddale	28	31	26	16
East Renfrewshire	29	29	31	12
Edinburgh South West	27	26	34	12
Kirkcaldy & Cowdenbeath	22	25	37	16
Ross, Skye & Lochaber	27	31	26	16
Colne Valley	30	28	29	13
High Peak	29	27	31	13
Norwich North	34	26	29	10
Vale of Glamorgan	31	31	27	12

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, the SNP or UKIP?

%	From Cons	From Labour	From Lib Dems	From SNP	From UKIP	From none
Aberdeenshire West & Kincardine	33	10	28	23	4	43
Ayr, Carrick & Cumnock	10	9	2	20	3	68
Dumfries & Galloway	18	22	3	25	2	53
Dumfriesshire, Clydesdale & Tweeddale	30	10	4	17	2	54
East Renfrewshire	15	19	3	28	3	56
Edinburgh South West	11	8	3	17	2	70
Kirkcaldy & Cowdenbeath	4	14	3	29	2	61
Ross, Skye & Lochaber	5	4	40	22	2	46

%	From Cons	From Labour	From Lib Dems	From UKIP	From none
Colne Valley	14	16	10	4	67
High Peak	8	11	4	3	80
Norwich North	16	30	4	4	59
Vale of Glamorgan	33	33	5	4	44

Preferred election result

7. Which of the following would you most like to see as the outcome of the next election?

%	Conservative government	Coalition involving Cons & Lib Dems	Coalition involving Cons & SNP	Coalition involving Lab & SNP	Coalition involving Lab & Lib Dems	Labour government	Don't know
Aberdeenshire West & Kincardine	20	13	14	25	5	10	13
Ayr, Carrick & Cumnock	15	5	9	32	3	22	15
Dumfries & Galloway	21	7	9	28	4	18	13
Dumfriesshire, Clydesdale & Tweeddale	24	7	11	24	6	14	14
East Renfrewshire	21	7	8	31	4	20	10
Edinburgh South West	13	9	10	32	7	18	11
Kirkcaldy & Cowdenbeath	9	3	8	36	4	24	16
Ross, Skye & Lochaber	14	11	11	31	9	11	13

%	Conservative government	Con-Lib Dem coalition	Lab-Lib Dem coalition	Labour government	Don't know
Colne Valley	26	14	13	28	19
High Peak	29	12	14	31	14
Norwich North	29	12	13	31	12
Vale of Glamorgan	31	14	12	29	15

Appendix: results at 2010 general election

(%)	Con	Labour	Lib Dem	SNP	Others	Majority	Swing needed
Aberdeenshire West & Kincardine	13678 (30.3)	6159 (13.6)	17362 (38.4)	7086 (15.7)	910 (2.0)	3684 (8.2%) over Con 10276 (22.7%) over SNP	4.1% LD-Con 11.35% LD-SNP
Ayr, Carrick & Cumnock	11721 (25.5)	21632 (47.1)	4264 (9.3)	8276 (18.0)	-	9911 (21.6%) over Con 13356 (29.1%) over SNP	10.8% Lab-Con 14.55% Lab-SNP
Dumfries & Galloway	16501 (31.6)	23950 (45.9)	4608 (8.8)	6419 (12.3)	695 (1.3)	7449 (14.3%) over Con 17531 (33.6%) over SNP	7.15% Lab-Con 16.8% Lab-SNP
Dumfriesshire, Clydesdale & Tweeddale	17457 (38.0)	13263 (28.9)	9080 (19.8)	4945 (10.8)	1147 (2.5)	4194 (9.1%) over Lab 12512 (27.2%) over SNP	4.55% Con-Lab 13.6% Con-SNP
East Renfrewshire	15567 (30.4)	25987 (50.8)	4720 (9.2)	4535 (8.9)	372 (0.7)	10420 (20.4%) over Con 21452 (41.9%) over SNP	10.2% Lab-Con 20.95% Lab-SNP
Edinburgh South West	11026 (24.3)	19473 (42.8)	8194 (18.0)	5530 (12.2)	1239 (2.7)	8447 (18.6%) over Con 13943 (30.6%) over SNP	9.3% Lab-Con 15.3% Lab-SNP
Kirkcaldy & Cowdenbeath	4258 (9.3)	29559 (64.5)	4269 (9.3)	6550 (14.3)	1166 (2.5)	23009 (50.2%) over SNP	25.1% Lab-SNP
Ross, Skye & Lochaber	4260 (12.2)	5265 (15.1)	18335 (52.6)	5263 (15.1)	1715 (4.9)	13070 (37.5%) over Lab 13072 (37.5%) over SNP	18.75% LD-Lab 18.75% LD-SNP

(%)	Con	Labour	Lib Dem	UKIP	Green	Others	Majority	Swing needed
Colne Valley	20440 (37.0)	14589 (26.4)	15603 (28.2)	1163 (2.1)	867 (1.6)	2634 (4.8)	4837 (8.7%) over LD 5851 (10.6%) over Lab	4.35% Con-LD 5.3% Con-Lab
High Peak	20587 (40.9)	15910 (31.6)	10993 (21.8)	1690 (3.4)	922 (1.8)	235 (0.5)	4677 (9.3%) over Lab	4.65% Con-Lab
Norwich North	17280 (40.6)	13379 (31.4)	7783 (18.3)	1878 (4.4)	1245 (2.9)	1008 (2.4)	3901 (9.2%) over Lab	4.60% Con-Lab
Vale of Glamorgan	20341 (41.8)	16034 (32.9)	7403 (15.2)	1529 (3.1)	457 (0.9)	2903 (6.0)	4307 (8.8%) over Lab	4.4% Con-Lab