Lord Ashcroft Polls

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Values
Clear what they stand for?

Competent & capable?

Tough decisions for long term?

Will do what they say?
Shares my values?

Stands for fairness?

Heart in right place?

On side of people like me?
Issues
Improving the NHS

Tackling cost of living

Improving schools

Immigration

<table>
<thead>
<tr>
<th>Party</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UKIP</td>
<td>31%</td>
</tr>
<tr>
<td>Conservative</td>
<td>22%</td>
</tr>
<tr>
<td>Labour</td>
<td>22%</td>
</tr>
<tr>
<td>Lib Dems</td>
<td>6%</td>
</tr>
</tbody>
</table>
Growth & jobs

Deficit & debt

Reforming welfare

Practical policies in long run

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Lord Ashcroft Polls
Economic direction

The right decisions are being made and things will improve significantly in the next year or two.

In a year or two the economy will be no better, or even worse, than it is now.
Expectations of recovery

I’m not feeling the benefits yet but I expect to

I’m not feeling the benefits and I DON’T expect to

I’m feeling the benefits of recovery
More austerity?

- Need more austerity
- Austerity was needed, but no more
- Austerity was never needed
Personalities
Satisfied with DC
Dissatisfied but prefer DC to EM
Prefer EM

Total prefer DC

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Lord Ashcroft Polls
The decision
The decision: Con v Lab – May ’12 to March ’15

Wants to help ordinary people

On side of people like me

Will do what they say

Cost of living

NHS

Welfare

Immigration

Europe

Economy

Cameron v. Miliband

Wants to help ordinary people

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Will do what they say

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UKIP voters

% of UKIP voters saying true of UKIP

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Lord Ashcroft Polls
Conservative-UKIP defectors: pre-2010 votes

- **47%** had always voted Conservative
- **32%** had regularly voted Con, but not every time
- **10%** first time had voted Con for a long time
- **11%** first time had EVER voted Conservative
What they hear (and what they wonder)

Labour
“save the NHS” but
“where’s the money?” (and Miliband)

Conservatives
“let us finish the job” but
“what is this LTEP (and what’s in it for me)?”

Lib Dems
“we’ll balance the extremes” but
“will you have any clout?”

UKIP
“do something about immigration!” but
“anything else?” (and what about the crazies?)

Green
“save the world!” but
“that sounds expensive”
The marginals
### Sample:
1,000 per constituency

### Fieldwork:
February 2015

<table>
<thead>
<tr>
<th>Constituency</th>
<th>Maj. over Lab</th>
<th>Lead</th>
<th>Swing</th>
<th>UKIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colne Valley</td>
<td>10.6%</td>
<td>1%</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>High Peak</td>
<td>9.3%</td>
<td>1%</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Norwich North</td>
<td>9.2%</td>
<td>1%</td>
<td>5.5%</td>
<td>16%</td>
</tr>
<tr>
<td>Vale of Glamorgan</td>
<td>8.8%</td>
<td>6%</td>
<td>1.5%</td>
<td>10%</td>
</tr>
</tbody>
</table>
**Sample:** 1,000 per constituency  
**Fieldwork:** February 2015

<table>
<thead>
<tr>
<th>Constituency</th>
<th>Maj. over SNP</th>
<th>Lead</th>
<th>Swing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aberdeenshire West &amp; Kincardine</td>
<td>22.7%</td>
<td>14%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Ross, Skye &amp; Lochaber</td>
<td>37.5%</td>
<td>5%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Dumfriesshire, Clydesdale &amp; Tweeddale</td>
<td>27.2%</td>
<td>0%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Ayr, Carrick &amp; Cumnock</td>
<td>29.1%</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>Dumfries &amp; Galloway</td>
<td>33.6%</td>
<td>4%</td>
<td>20%</td>
</tr>
<tr>
<td>East Renfrewshire</td>
<td>41.9%</td>
<td>1%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Edinburgh South West</td>
<td>30.6%</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Kirkcaldy &amp; Cowdenbeath</td>
<td>50.2%</td>
<td>6%</td>
<td>28.5%</td>
</tr>
</tbody>
</table>
State of the parties

<table>
<thead>
<tr>
<th>Party</th>
<th>Seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservative</td>
<td>302</td>
</tr>
<tr>
<td>Labour</td>
<td>256</td>
</tr>
<tr>
<td>Liberal Democrat</td>
<td>56</td>
</tr>
<tr>
<td>Democratic Unionist</td>
<td>8</td>
</tr>
<tr>
<td>SNP</td>
<td>6</td>
</tr>
<tr>
<td>Sinn Fein</td>
<td>5</td>
</tr>
<tr>
<td>Independent</td>
<td>5</td>
</tr>
<tr>
<td>Plaid Cymru</td>
<td>3</td>
</tr>
<tr>
<td>Social Democratic &amp; Labour Party</td>
<td>3</td>
</tr>
<tr>
<td>UKIP</td>
<td>2</td>
</tr>
<tr>
<td>Alliance</td>
<td>1</td>
</tr>
<tr>
<td>Green</td>
<td>1</td>
</tr>
<tr>
<td>Respect</td>
<td>1</td>
</tr>
<tr>
<td>Speaker</td>
<td>1</td>
</tr>
</tbody>
</table>

**Magic number = 46**

If Con net losses + Lab net gains < 46
Conservatives remain the largest party

If Con net losses + Lab net gains > 46
Labour becomes the largest party
## Lib Dem seats

<table>
<thead>
<tr>
<th>Solihull</th>
<th>Sutton &amp; Cheam</th>
<th>Berwick-upon-Tweed</th>
<th>North Devon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dorset M &amp; Poole N</td>
<td>St Ives</td>
<td>Eastleigh</td>
<td>Portsmouth South</td>
</tr>
<tr>
<td>Norwich South</td>
<td>Manchester Withington</td>
<td>Torbay</td>
<td>Burnley</td>
</tr>
<tr>
<td>Bradford East</td>
<td>Chippenham</td>
<td>Redcar</td>
<td>Birmingham Yardley</td>
</tr>
<tr>
<td>Wells</td>
<td>Cornwall North</td>
<td>Hornsey &amp; Wood Green</td>
<td>Brecon &amp; Radnorshire</td>
</tr>
<tr>
<td>St Austell &amp; Newquay</td>
<td>Cheadle</td>
<td>Cardiff Central</td>
<td>Carshalton &amp; Wallington</td>
</tr>
<tr>
<td>Brent Central</td>
<td>Eastbourne</td>
<td>Cambridge</td>
<td>Cheltenham</td>
</tr>
<tr>
<td>Somerton &amp; Frome</td>
<td>Taunton Deane</td>
<td>Bermondsey &amp; Old S’thk</td>
<td>Colchester</td>
</tr>
<tr>
<td>Hazel Grove</td>
<td>Kingston &amp; Surbiton</td>
<td>Lewes</td>
<td>Southport</td>
</tr>
<tr>
<td>Thornbury &amp; Yate</td>
<td>Sheffield Hallam</td>
<td>Gordon</td>
<td>Inverness, Nairn, B &amp; S.</td>
</tr>
<tr>
<td>W. Aberdeenshire &amp; K.</td>
<td>Ross, Skye &amp; Lochaber</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Lord Ashcroft Polls
46 + Labour losses to SNP

\[ \begin{array}{c}
\frac{\text{no. of Con-held seats Labour must gain for the parties to have the same number of seats}}{2}
\end{array} \]

assumes equal gains from Lib Dems/losses to UKIP
46 + 0 losses to SNP

\[ 2 \]

\[ = \]

23 net Labour gains needed

*assumes equal gains from Lib Dems/losses to UKIP*
46 + 19 losses to SNP

\[
\frac{46 + 19}{2} = 33
\]

33 net Labour gains needed

*assumes equal gains from Lib Dems/losses to UKIP*
$46 + 36 \text{ losses to SNP} \div 2$

$= 41 \text{ net Labour gains needed}$

*assumes equal gains from Lib Dems/losses to UKIP*
## Conservative seats

<table>
<thead>
<tr>
<th>Warwickshire North</th>
<th>Carlisle</th>
<th>Brentford &amp; Isleworth</th>
<th>Blackpool N. &amp; Cleveleys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thurrock</td>
<td>Stroud</td>
<td>Hove</td>
<td>City of Chester</td>
</tr>
<tr>
<td>Hendon</td>
<td>Weaver Vale</td>
<td>Enfield North</td>
<td>Croydon Central</td>
</tr>
<tr>
<td>Cardiff North</td>
<td>Lincoln</td>
<td>Hastings &amp; Rye</td>
<td>Worcester</td>
</tr>
<tr>
<td>Sherwood</td>
<td>Watford</td>
<td>Ipswich</td>
<td>Keighley</td>
</tr>
<tr>
<td>Stockton South</td>
<td>Plymouth Stn &amp; D’port</td>
<td>Halesowen &amp; R. Regis</td>
<td>Wirral West</td>
</tr>
<tr>
<td>Broxtowe</td>
<td>Warrington South</td>
<td>Nuneaton</td>
<td>Cannock Chase</td>
</tr>
<tr>
<td>Lancaster &amp; Fleetwood</td>
<td>Dewsbury</td>
<td>Gloucester</td>
<td>Loughborough</td>
</tr>
<tr>
<td>Amber Valley</td>
<td>Bedford</td>
<td>Northampton North</td>
<td>Wyre Forest</td>
</tr>
<tr>
<td>Morecambe</td>
<td>Brighton Kemptown</td>
<td>Bury North</td>
<td>Carmarthen W. &amp; S. Pembs</td>
</tr>
<tr>
<td>Waveney</td>
<td>Pudsey</td>
<td>Kingswood</td>
<td>Great Yarmouth</td>
</tr>
<tr>
<td>Wolverhampton SW</td>
<td>Corby</td>
<td>Erewash</td>
<td>Thanet South</td>
</tr>
<tr>
<td>Ealing Central &amp; Acton</td>
<td>Elmet &amp; Rothwell</td>
<td>Harrow East</td>
<td>Pendle</td>
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<td>Stevenage</td>
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Lab gains in Con seats polled: 41
Lord Ashcroft Polls

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