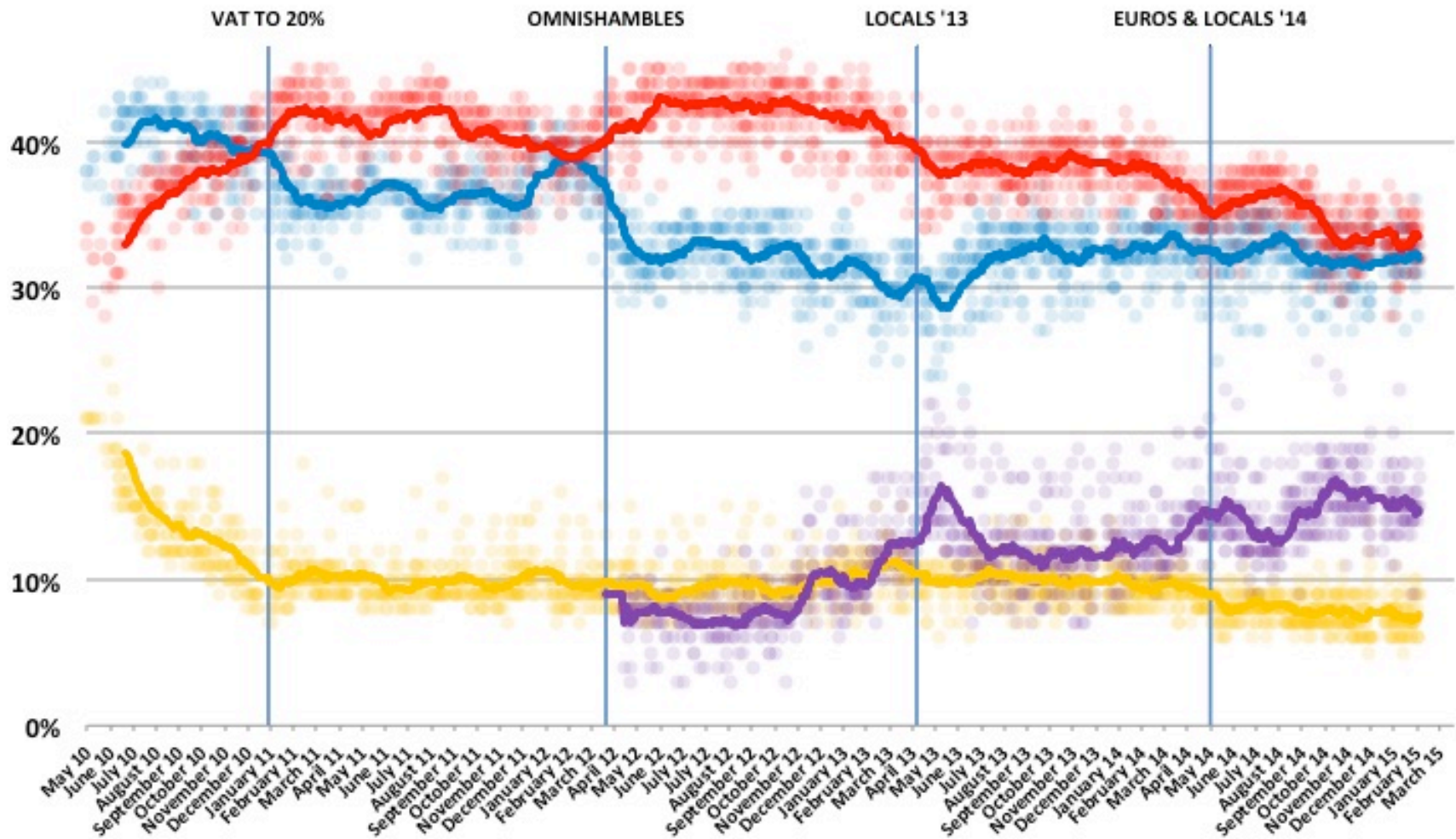


# Lord Ashcroft Polls

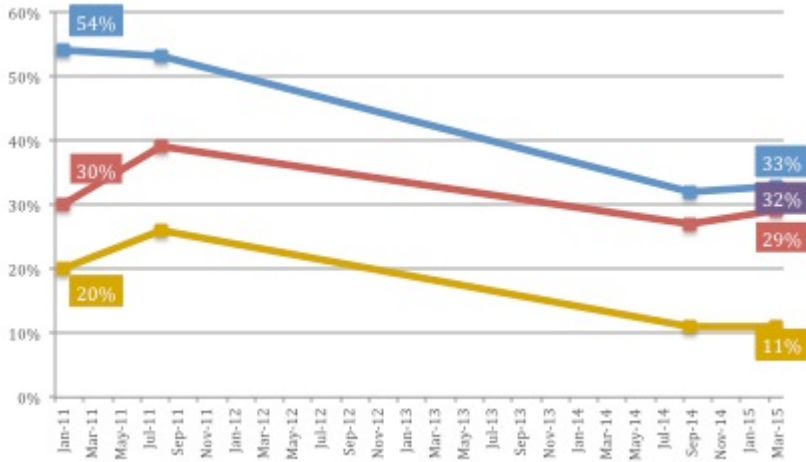


@LordAshcroft

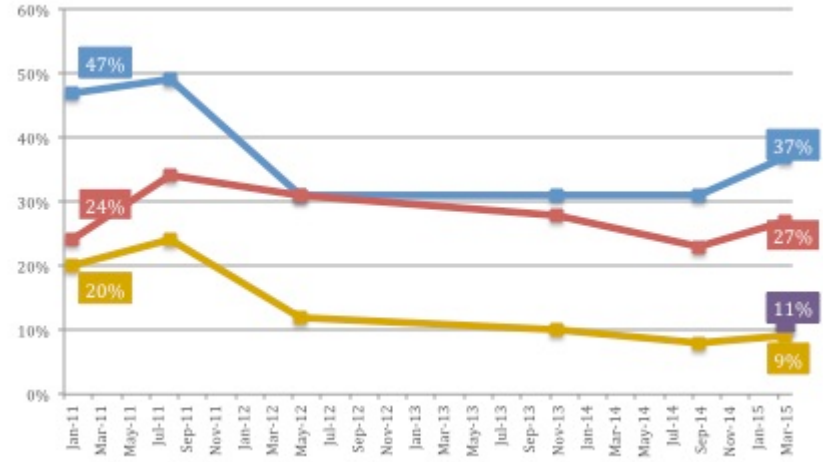


# Values

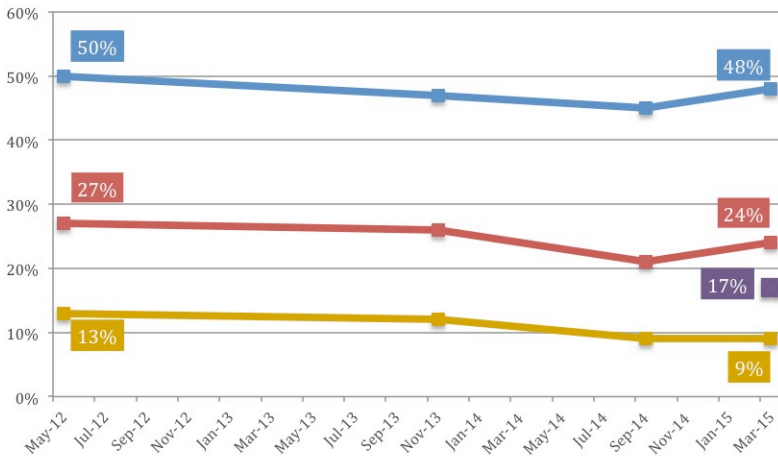
## Clear what they stand for?



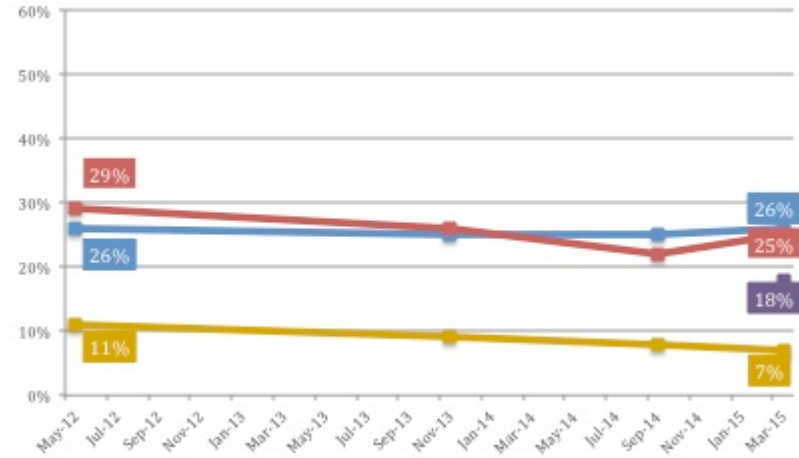
## Competent & capable?



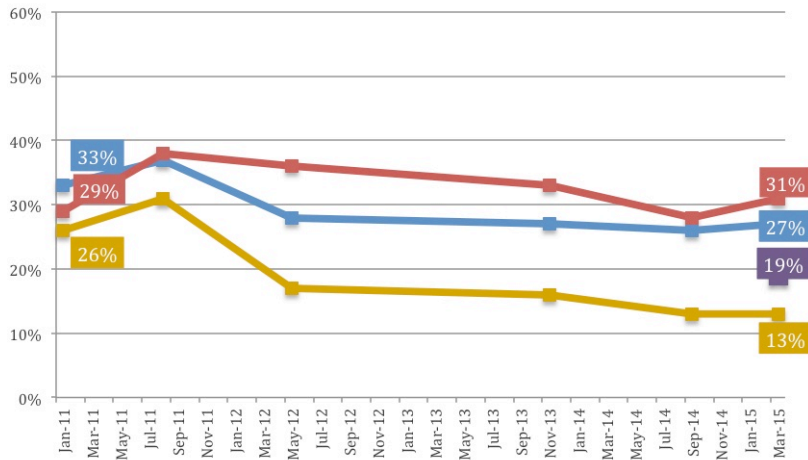
## Tough decisions for long term?



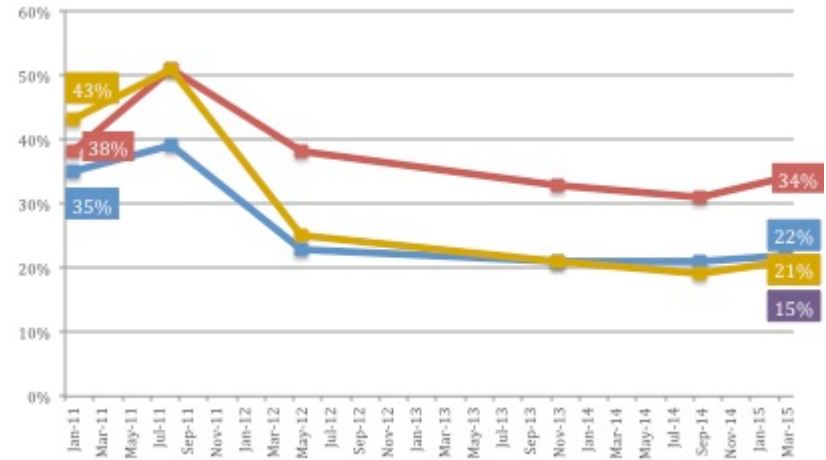
## Will do what they say?



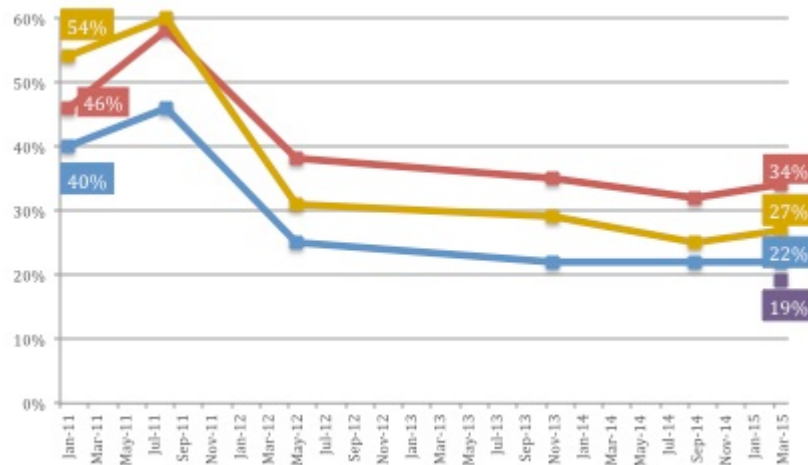
## Shares my values?



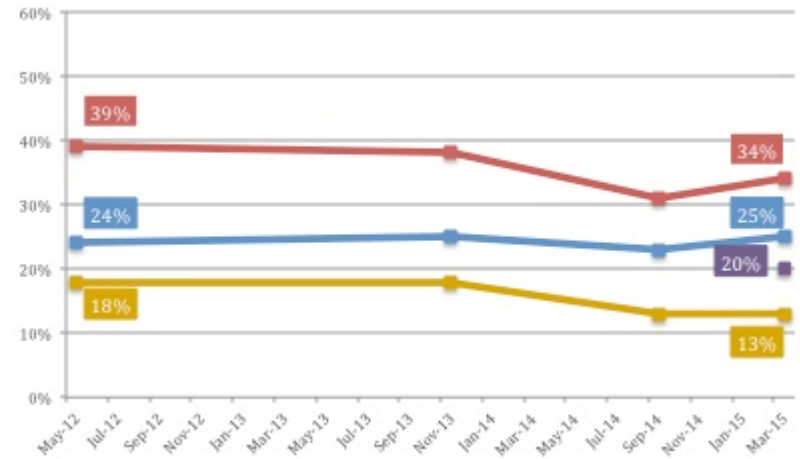
## Stands for fairness?



## Heart in right place?

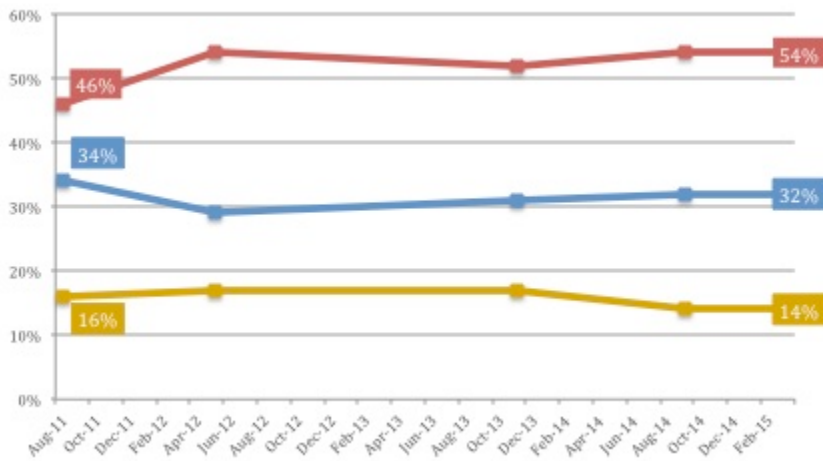


## On side of people like me?

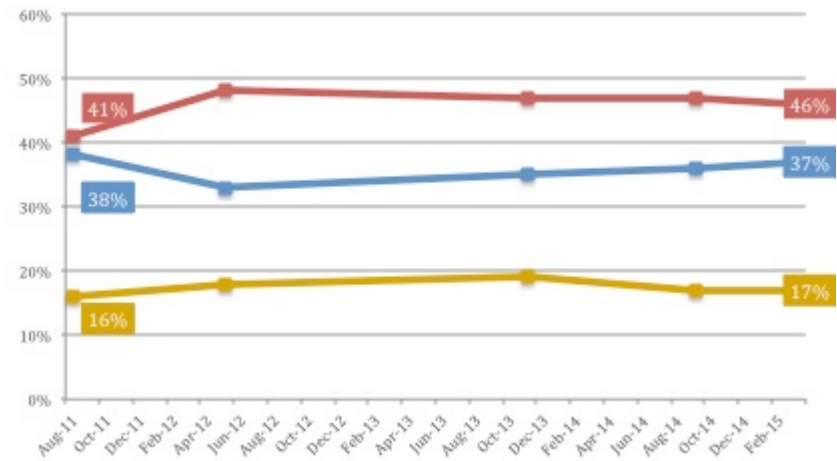


# Issues

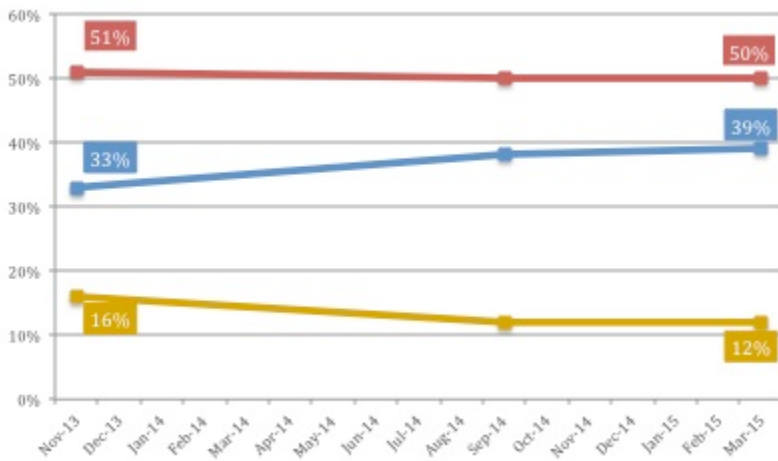
## Improving the NHS



## Improving schools



## Tackling cost of living

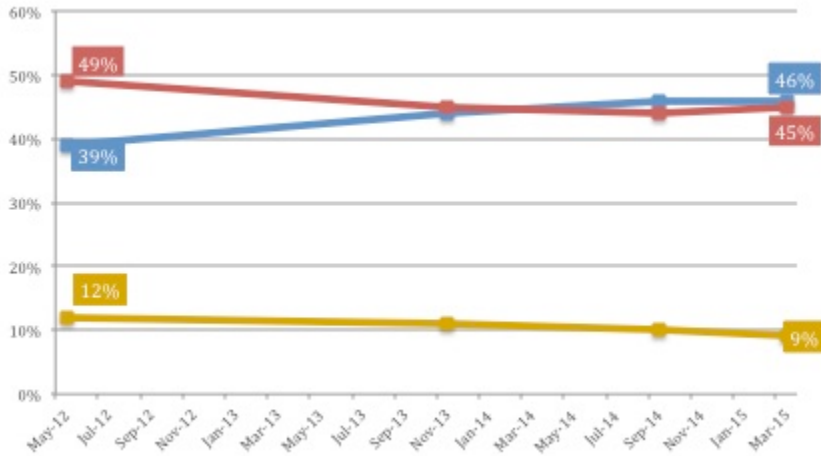


## Immigration

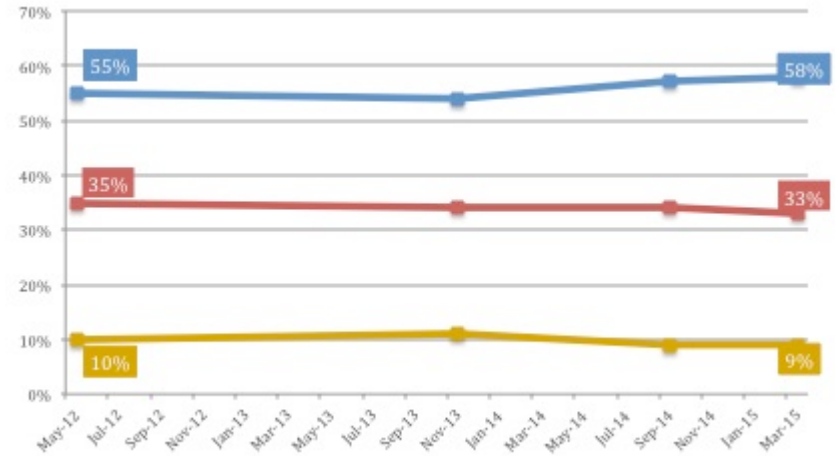
UKIP	31%
Conservative	22%
Labour	22%
Lib Dems	6%



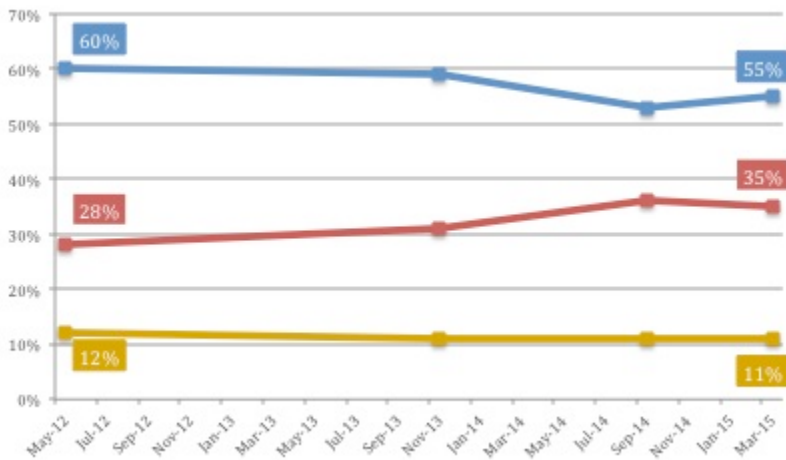
## Growth & jobs



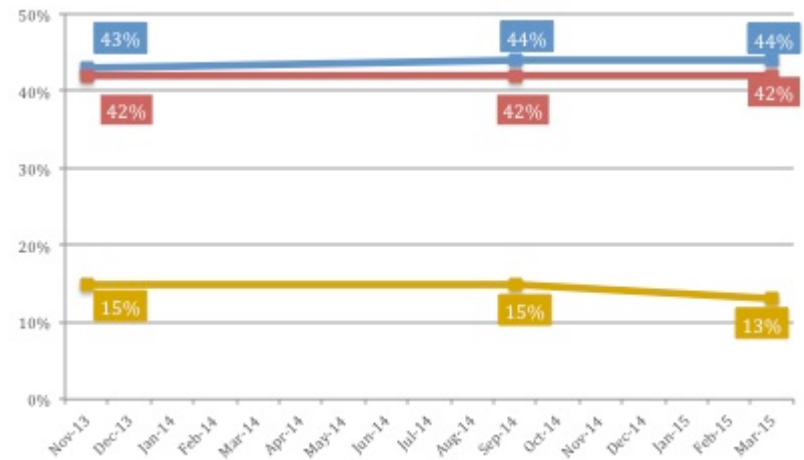
## Deficit & debt



## Reforming welfare

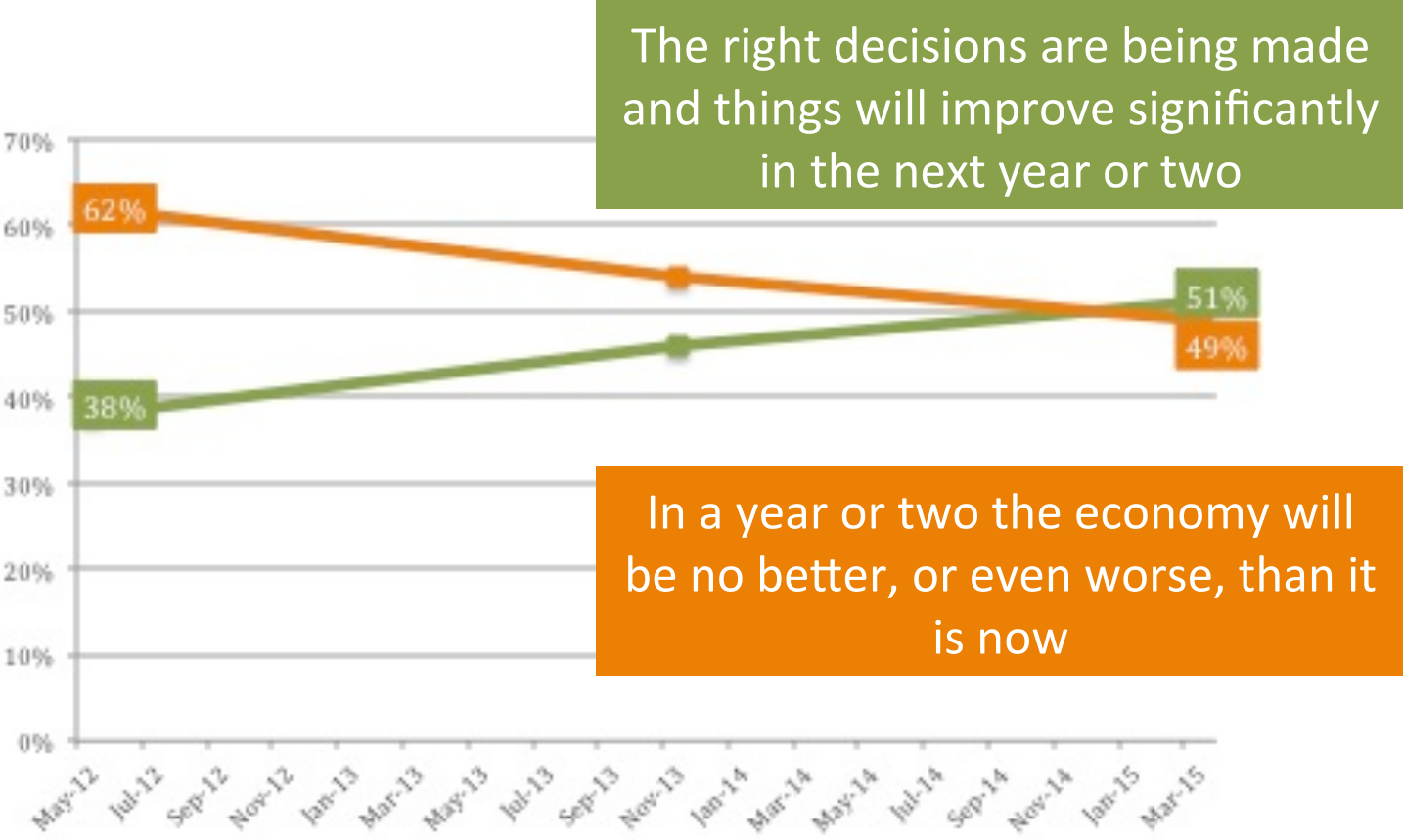


## Practical policies in long run

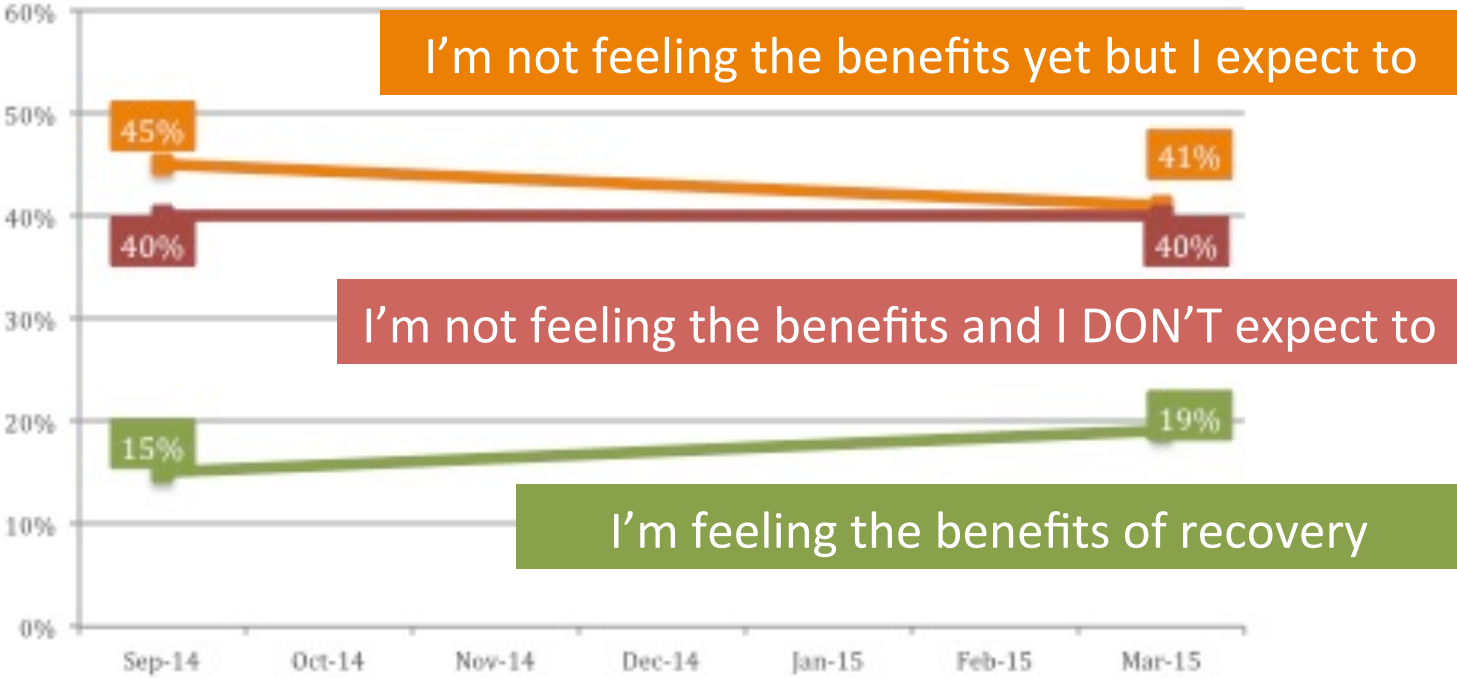




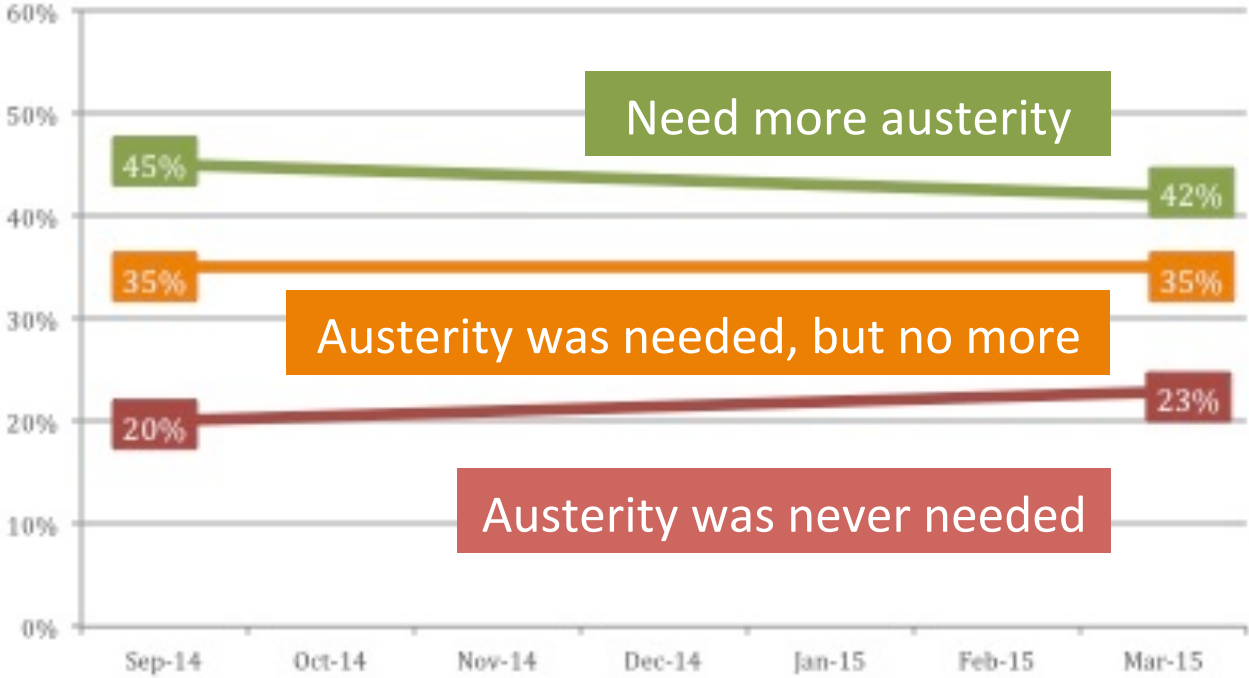
# Economic direction



# Expectations of recovery



# More austerity?



# Personalities

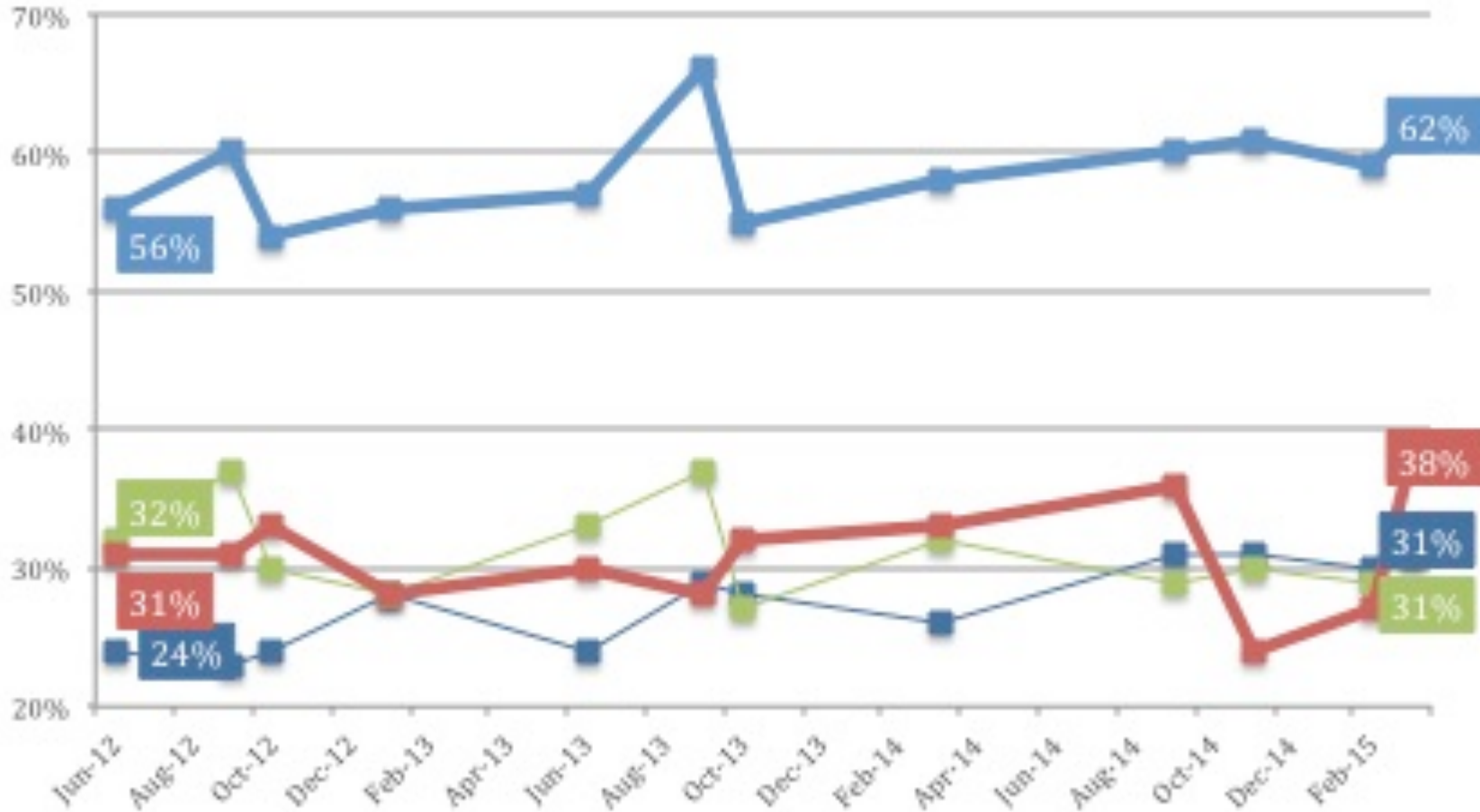


Satisfied with DC

Dissatisfied but prefer DC to EM

Prefer EM

Total prefer DC











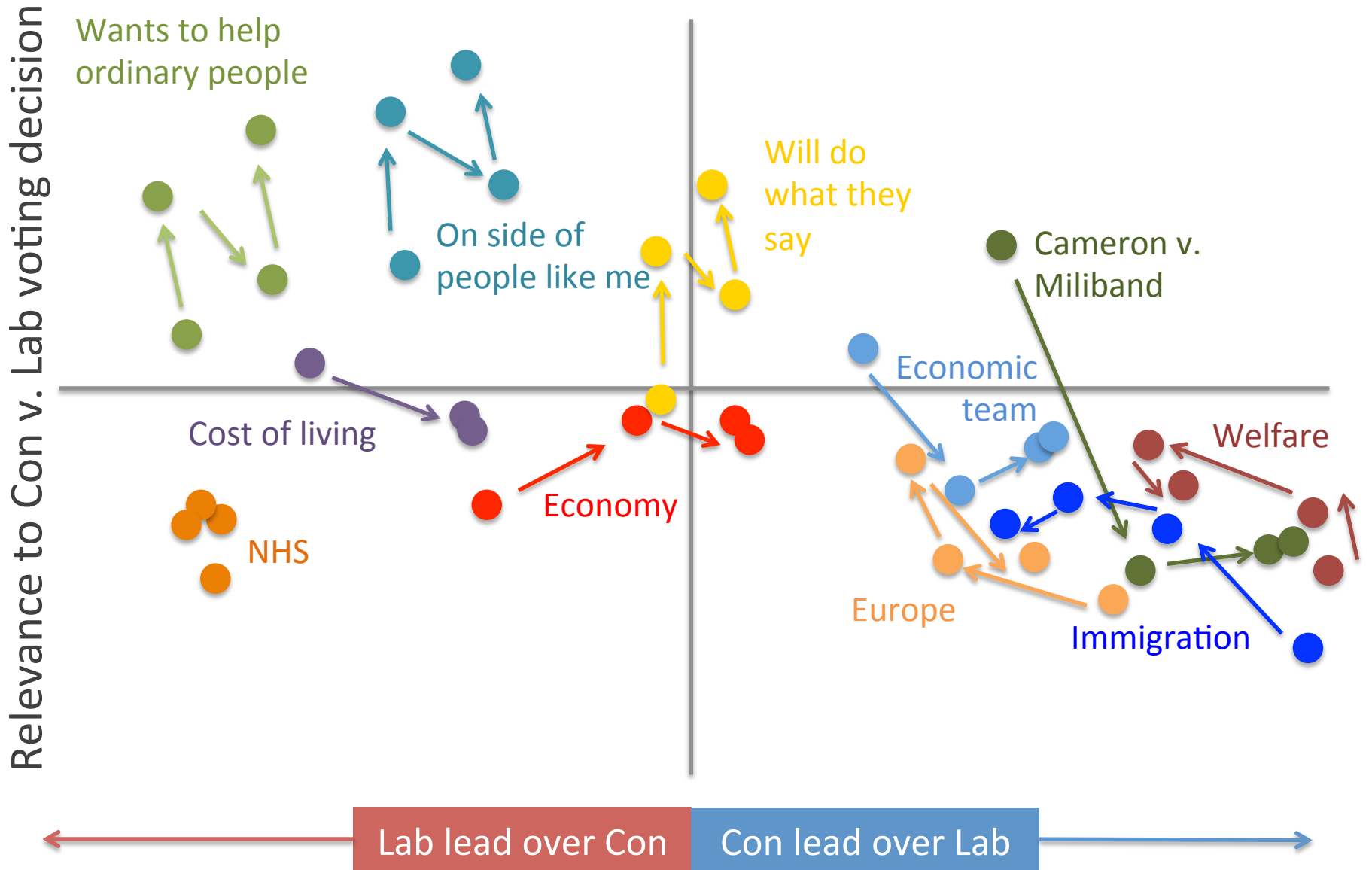




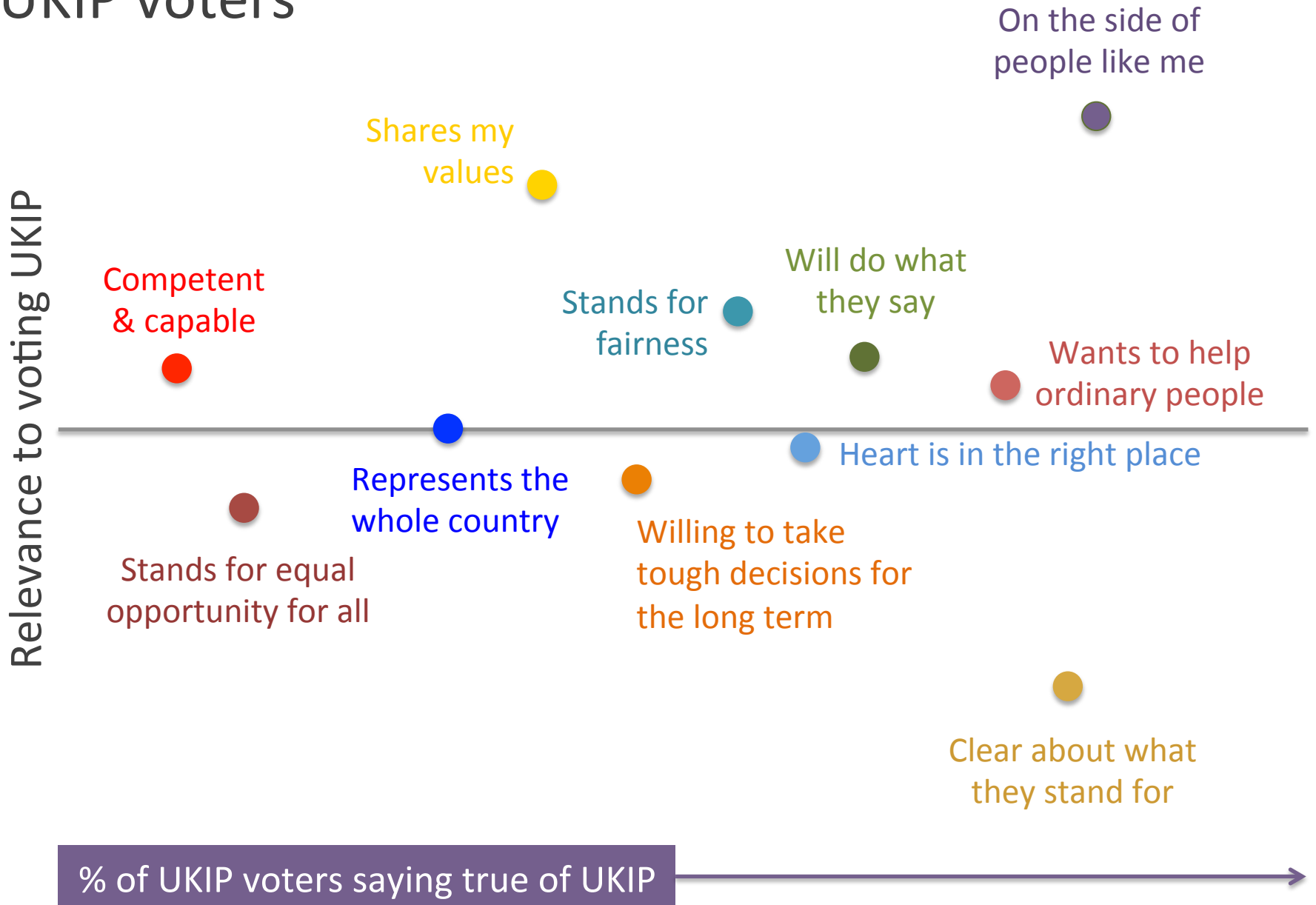
# The decision



# The decision: Con v Lab – May '12 to March '15



# UKIP voters



# 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

	<b>Maj. over Lab</b>	<b>Lead</b>	<b>Swing</b>	<b>UKIP</b>
Colne Valley	10.6%	1%	5%	11%
High Peak	9.3%	1%	5%	12%
Norwich North	9.2%	1%	5.5%	16%
Vale of Glamorgan	8.8%	6%	1.5%	10%



**Sample:** 1,000 per constituency  
**Fieldwork:** February 2015

	<b>Maj. over SNP</b>	<b>Lead</b>	<b>Swing</b>
Aberdeenshire West & Kincardine	22.7%	14%	20.5%
Ross, Skye & Lochaber	37.5%	5%	21.5%
Dumfriesshire, Clydesdale & Tweeddale	27.2%	0%	13.5%
Ayr, Carrick & Cumnock	29.1%	11%	20%
Dumfries & Galloway	33.6%	4%	20%
East Renfrewshire	41.9%	1%	20.5%
Edinburgh South West	30.6%	13%	22%
Kirkcaldy & Cowdenbeath	50.2%	6%	28.5%



## State of the parties

Conservative	302
Labour	256
Liberal Democrat	56
Democratic Unionist	8
SNP	6
Sinn Fein	5
Independent	5
Plaid Cymru	3
Social Democratic & Labour Party	3
UKIP	2
Alliance	1
Green	1
Respect	1
Speaker	1

## 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

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



**46 + Labour losses to SNP**

---

**2**

**=**

no. of Con-held seats Labour  
must gain for the parties to have  
the same number of seats

*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

---

2

=

33 net Labour gains needed

*assumes equal gains from Lib Dems/losses to UKIP*



46 + 36 losses to SNP

---

2

=

41 net Labour gains needed

*assumes equal gains from Lib Dems/losses to UKIP*





# Conservative seats

Warwickshire North	Carlisle	Brentford & Isleworth	Blackpool N. & Cleveleys
Thurrock	Stroud	Hove	City of Chester
Hendon	Weaver Vale	Enfield North	Croydon Central
Cardiff North	Lincoln	Hastings & Rye	Worcester
Sherwood	Watford	Ipswich	Keighley
Stockton South	Plymouth Stn & D'port	Halesowen & R. Regis	Wirral West
Broxtowe	Warrington South	Nuneaton	Cannock Chase
Lancaster & Fleetwood	Dewsbury	Gloucester	Loughborough
Amber Valley	Bedford	Northampton North	Wyre Forest
Morecambe	Brighton Kemptown	Bury North	Carmarthen W. & S. Pembs
Waveney	Pudsey	Kingswood	Great Yarmouth
Wolverhampton SW	Corby	Erewash	Thanet South
Ealing Central & Acton	Elmet & Rothwell	Harrow East	Pendle
South Swindon	Stevenage	Warwick & Leamington	Colne Valley
High Peak	Norwich North	Vale of Glamorgan	

Lab gains in Con seats polled: 41



# Lord Ashcroft Polls



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