

Lord Ashcroft Polls

General Election 2015
CONSTITUENCY POLLING REPORT

Competitive Con-Lab marginals
April 2015

Methodology

10,006 adults were interviewed by telephone between 28 March and 4 April 2015 in the following constituencies:

COMPETITIVE CON-LAB MARGINALS
Blackpool North & Cleveleys (1,002: 30 March – 4 April)
Gloucester (1,001: 30 March – 4 April)
Harrow East (1,001: 31 March – 4 April)
Hove (1,002: 1 – 4 April)
Kingswood (1,000: 28 March – 3 April)
Loughborough (1,000: 31 March – 3 April)
Morecambe & Lunesdale (1,000: 1 – 4 April)
Pendle (1,000: 1 – 4 April)
Pudsey (1,000: 30 March – 4 April)
Stockton South (1,000: 1 – 4 April)

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 Oct '14	Lead Apr '15	Swing since 2010 (on local VI)	Implied result
	Con	Lab	Lib Dem	UKIP	Green	Other	Con	Lab	Lib Dem	UKIP	Green	Other				
Blackpool North & Cleveleys	39	36	3	17	4	1	42 (-)	37 (+1)	3 (-10)	15 (+11)	2 (+2)	1 (-3)	3	5	0.5% Con-Lab	Con hold
Gloucester	40	37	6	12	4	1	40 (-)	36 (+1)	9 (-10)	12 (+8)	3 (+2)	1 (-)	1	4	0.5% Con-Lab	Con hold
Harrow East	40	44	4	8	3	1	39 (-6)	43 (+5)	6 (-8)	9 (+7)	2 (-)	1 (+1)	3*	4	5.5% Con-Lab	Lab gain
Hove	38	42	5	6	7	1	37 (-)	43 (+10)	5 (-18)	5 (+3)	9 (+4)	1 (+1)	3	6	5.0% Con-Lab	Lab gain
Kingswood	41	33	5	16	5	1	42 (+2)	33 (-2)	5 (-12)	15 (+12)	4 (+3)	1 (-2)	2	9	2.0% Lab-Con	Con hold
Loughborough	42	36	4	12	5	1	45 (+3)	36 (+2)	3 (-15)	12 (+10)	3 (+3)	1 (-3)	3	9	0.5% Lab-Con	Con hold
Morecambe & Lunesdale	37	41	4	12	5	0	36 (-6)	42 (+2)	5 (-8)	12 (+8)	5 (+4)	1 (+1)	3**	6	4.0% Con-Lab	Lab gain
Pendle	40	38	5	12	4	0	41 (+2)	37 (+6)	8 (-12)	10 (+7)	4 (+4)	1 (-6)	3*	4	2.0% Con-Lab	Con hold
Pudsey	40	39	5	9	6	1	40 (+2)	40 (+5)	5 (-16)	8 (+5)	6 (+6)	1 (-2)	0	0	1.5% Con-Lab	Tie
Stockton South	38	45	4	10	2	1	39 (-)	44 (+6)	3 (-12)	9 (+6)	1 (+1)	3 (-2)	3**	5	3.0% Con-Lab	Lab gain

* Harrow East, Pendle: December 2014

** Morecambe & Lunesdale, Stockton South: July 2014

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
Blackpool North & Cleveleys	78	74	73	78	74	78	59	43	86	65	77	86
Gloucester	69	57	64	71	50	77	53	48	82	63	66	70
Harrow East	65	75	79	65	64	83	62	49	81	52	79	87
Hove	75	75	79	84	69	92	57	26	94	59	67	91
Kingswood	75	74	70	78	66	83	56	49	96	63	65	75
Loughborough	73	70	73	70	64	77	46	49	90	67	82	90
Morecambe & Lunesdale	83	71	74	83	75	83	57	39	90	70	77	87
Pendle	76	65	71	70	54	71	63	51	73	55	71	73
Pudsey	73	55	71	76	60	81	49	32	70	56	64	66
Stockton South	76	76	72	81	70	85	46	44	86	72	70	80

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
Blackpool North & Cleveleys	58	35	61	33
Gloucester	61	24	64	23
Harrow East	70	23	69	24
Hove	70	25	73	22
Kingswood	67	27	68	26
Loughborough	70	26	71	25
Morecambe & Lunesdale	65	31	68	27
Pendle	60	28	62	28
Pudsey	66	21	71	18
Stockton South	68	28	69	27

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
Blackpool North & Cleveleys	35	18	32	15
Gloucester	36	25	24	15
Harrow East	39	21	27	13
Hove	32	22	38	9
Kingswood	37	23	25	15
Loughborough	40	22	28	10
Morecambe & Lunesdale	35	20	34	11
Pendle	33	23	28	15
Pudsey	35	23	31	11
Stockton South	33	20	34	13

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
Blackpool North & Cleveleys	53	69	10	18	23
Gloucester	52	58	19	14	21
Harrow East	61	73	15	10	18
Hove	69	80	21	26	10
Kingswood	43	64	12	16	26
Loughborough	54	69	11	19	23
Morecambe & Lunesdale	66	76	14	17	13
Pendle	67	70	21	15	15
Pudsey	60	77	18	11	14
Stockton South	66	75	13	24	13

Preferred election result

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

%	Conservative government	Con-Lib Dem coalition	Lab-Lib Dem coalition	Labour government	Don't know
Blackpool North & Cleveleys	31	10	10	32	17
Gloucester	28	11	9	27	25
Harrow East	29	12	13	31	14
Hove	28	12	13	34	12
Kingswood	32	12	9	29	19
Loughborough	33	12	10	31	15
Morecambe & Lunesdale	31	11	11	33	13
Pendle	27	8	11	28	26
Pudsey	29	11	10	30	20
Stockton South	28	11	10	38	14

Appendix: results at 2010 general election

(%)	Con	Labour	Lib Dem	UKIP	Green	Others	Majority	Swing needed
Blackpool North & Cleveleys	16964 (41.8)	14814 (36.49)	5400 (13.3)	1659 (4.1)	-	1754 (4.3)	2150 (5.3)	2.65% Con-Lab
Gloucester	20267 (39.9)	17847 (35.2)	9767 (19.2)	1808 (3.6)	511 (1.0)	564 (1.1)	2420 (4.8)	2.4% Con-Lab
Harrow East	21435 (44.7)	18032 (37.6)	6850 (14.3)	896 (1.9)	793 (1.7)	-	3403 (7.1)	3.55% Con-Lab
Hove	18294 (36.7)	16426 (33.0)	11240 (22.6)	1206 (2.4)	2568 (5.2)	85 (0.2)	1868 (3.7)	1.85% Con-Lab
Kingswood	19362 (40.4)	16917 (35.3)	8072 (16.8)	1528 (3.2)	383 (0.8)	1644 (3.4)	2445 (5.1)	2.55% Con-Lab
Loughborough	21971 (41.6)	18227 (34.49)	9675 (18.3)	925 (1.8)	-	2040 (3.9)	3744 (7.1)	3.55% Con-Lab
Morecambe & Lunesdale	18035 (41.5)	17169 (39.5)	5791 (13.3)	1843 (4.2)	598 (1.4)	-	866 (2.0)	1.0% Con – Lab
Pendle	17512 (38.9)	13927 (30.9)	9095 (20.2)	1476 (3.3)	-	3035 (6.7)	3585 (8.0)	4.00% Con-Lab
Pudsey	18874 (38.45)	17215 (35.1)	10224 (20.8)	1221 (2.5)	-	1549 (3.2)	1659 (3.4)	1.7% Con-Lab
Stockton South	19577 (38.9)	19245 (38.3)	7600 (15.1)	1471 (2.9)	-	2391 (4.8)	332 (0.7)	0.35% Con – Lab