

Lord Ashcroft Polls

General Election 2015

CONSTITUENCY POLLING REPORT

Competitive Liberal Democrat battleground
March 2015

Methodology

8,008 adults were interviewed by telephone between 12 and 28 March 2015 in the following constituencies:

CONSERVATIVE TARGETS	LABOUR TARGETS
North Cornwall (1,004: 12 - 20 March)	Cambridge (1,000: 24 – 28 March)
North Devon (1,001: 24 – 26 March)	Sheffield Hallam (1,001: 22 – 28 March)
St Austell & Newquay (1,002: 12 – 19 March)	
St Ives (1,000: 12 – 21 March)	
Torbay (1,000: 12 – 21 March)	
CONSERVATIVE DEFENCE	
Camborne & Redruth (1,001: 24 - 26 March)	

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, Sept 2014	Lead, March 2015	Swing since 2010 (local VI)	Implied result
	Con	Lib Dem	Lab	UKIP	Green	Other	Con	Lib Dem	Lab	UKIP	Green	Other				
Camborne & Redruth	39	10	26	14	9	3	37 (-1)	13 (-24)	24 (+8)	14 (+9)	8 (+7)	3 (-)	3 over UKIP*	13 over Lab	11.5% LD-Con	Con hold
North Cornwall	41	24	9	16	9	1	36 (-6)	38 (-10)	6 (+2)	13 (+8)	6 (+6)	1 (-)	Tie	2	2.0% LD-Con	LD hold
North Devon	42	19	11	18	7	2	38 (+2)	31 (-16)	8 (+3)	16 (+9)	6 (+5)	2 (-1)	1**	7	9.0% LD-Con	Con gain
St Austell & Newquay	37	19	14	20	7	3	32 (-8)	26 (-17)	10 (+3)	20 (+16)	6 (+6)	4 (-2)	1	6	4.5% LD-Con	Con gain
St Ives	36	25	14	15	8	3	33 (-6)	36 (-7)	10 (+2)	11 (+5)	7 (+4)	3 (+1)	1	3	0.5% LD-Con	LD hold
Torbay	38	23	14	19	5	1	33 (-6)	34 (-13)	11 (+4)	17 (+12)	3 (+2)	1 (-)	Tie	1	3.5% LD-Con	LD hold
Cambridge	22	27	32	3	15	0	17 (-9)	40 (+1)	31 (+7)	3 (+1)	9 (+1)	0 (-1)	1	9	3.0% LD-Lab	LD hold
Sheffield Hallam	22	26	36	7	8	2	16 (-8)	34 (-19)	36 (+20)	7 (+5)	6 (+4)	1 (-2)	3**	2	19.5% LD-Lab	Lab gain

* Camborne & Redruth: June 2014

** North Devon, Sheffield Hallam: November 2014

Lib Dem-Conservative aggregate battleground results

Data weighted to be representative of the Lib Dem-Conservative battleground as a whole: the 5 Lib Dem-held Conservative targets.

If there were a general election tomorrow, which party would you vote for?

% (change since 2010)	Standard voting intention (Q1)						Constituency voting intention (Q2)						Swing since 2010 (local VI)
	Con	Lib Dem	Lab	UKIP	Green	Other	Con	Lib Dem	Lab	UKIP	Green	Other	
LD-Con seats	39	22	12	18	7	2	34	33	9	16	6	2	4% LD-Con

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
LD-Con seats	46	61	47	60	87	64	73	84	56	76	68	60	80	66	79	70

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
LD-Con seats	61	33	65	30	88	9	88	10	50	44	59	37	64	33	69	27	50	45	55	41

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
LD-Con seats	37	28	22	75	23	1	13	11	72	27	32	33	20	46	21

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
LD-Con seats	53	19	52	29	25

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
LD-Con seats	33	19	13	17	17	82	16	1	0	1	2	2	76	19	1	7	43	34	10	6	34	18	11	17	14

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
Camborne & Redruth	86	68	73	86	70	74	61	58	84	69	76	81
North Cornwall	86	61	76	84	53	69	64	65	75	64	79	67
North Devon	90	66	77	83	49	82	69	61	88	66	83	70
St Austell & Newquay	89	67	66	86	61	74	64	55	77	69	72	72
St Ives	86	65	78	81	57	80	70	56	86	61	83	66
Torbay	82	62	67	84	55	75	74	67	75	66	78	75
Cambridge	75	44	87	75	55	81	60	42	92	70	58	76
Sheffield Hallam	76	49	74	86	72	92	50	66	91	54	77	72

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
Camborne & Redruth	59	35	65	30
North Cornwall	62	33	67	29
North Devon	65	29	69	26
St Austell & Newquay	57	37	63	33
St Ives	60	35	63	32
Torbay	64	32	66	29
Cambridge	68	27	73	22
Sheffield Hallam	70	25	75	21

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
Camborne & Redruth	36	26	27	11
North Cornwall	39	29	20	13
North Devon	42	25	21	12
St Austell & Newquay	33	31	21	15
St Ives	35	26	27	12
Torbay	36	27	23	14
Cambridge	34	19	33	13
Sheffield Hallam	35	23	32	10

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 Lib Dems	From Labour	From UKIP	From none
Camborne & Redruth	65	40	65	29	17
North Cornwall	46	51	15	27	31
North Devon	60	50	16	25	24
St Austell & Newquay	50	57	24	42	21
St Ives	55	56	25	20	21
Torbay	54	45	18	30	28
Cambridge	39	64	68	12	18
Sheffield Hallam	13	76	53	7	14

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
Camborne & Redruth	31	15	11	27	15
North Cornwall	33	24	11	15	16
North Devon	38	17	12	16	17
St Austell & Newquay	31	18	15	16	20
St Ives	31	18	16	20	15
Torbay	31	20	12	21	16
Cambridge	17	16	24	27	16
Sheffield Hallam	21	21	16	30	12

Appendix: results at 2010 general election

(%)	Con	Lib Dem	Labour	UKIP	Green	Others	Majority	Swing needed
Camborne & Redruth	15969 (37.6)	15,903 (37.4)	6945 (16)	2152 (5)	581 (1.4)	1429 (2.8)	66 (0.2)	0.1% Con – LD
North Cornwall	19531 (41.7)	22512 (48.1)	1917 (4.2)	2300 (4.9)	-	530 (1.1)	2981 (6.4)	3.2% LD – Con
North Devon	18484 (36.0)	24305 (47.4)	2671 (5.2)	3720 (7.2)	697 (1.4)	1444 (2.8)	5821 (11.3)	5.65% LD-Con
St Austell & Newquay	18877 (40.0)	20189 (42.7)	3386 (7.2)	1757 (3.7)	-	3029 (6.4)	1312 (2.8)	1.4% LD – Con
St Ives	17900 (39.0)	19619 (42.7)	3751 (8.2)	2560 (5.6)	1308 (2.8)	783 (1.7)	1719 (3.7)	1.85% LD – Con
Torbay	19048 (38.7)	23126 (47.0)	3231 (6.6)	2628 (5.3)	468 (1.0)	709 (1.4)	4078 (8.0)	4.15% LD – Con
Cambridge	12829 (25.6)	19621 (39.1)	12174 (24.3)	1195 (2.4)	3804 (7.6)	507 (1.0)	6792 (13.5) over Con 7447 (14.8) over Lab	6.75% LD – Con 7.4% LD-Lab
Sheffield Hallam	12040 (23.5)	27324 (53.4)	8228 (16.1)	1195 (2.3)	919 (1.8)	1429 (2.8)	15284 (29.9) over Con 19096 (37.3) over Lab	14.95% LD-Con 18.65% LD-Lab