

# Lord Ashcroft Polls

## **General Election 2015 CONSTITUENCY POLLING REPORT**

**Defensive Con-Lab marginals**  
April 2015

# Methodology

---

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

<b>COMPETITIVE CON-LAB MARGINALS</b>
<b>Cleethorpes</b> (1,001: 2 – 11 April)
<b>Crewe &amp; Nantwich</b> (1,000: 2 – 9 April)
<b>Dover</b> (1,002: 2 – 10 April)
<b>Dudley South</b> (1,000: 7 – 10 April)
<b>Finchley &amp; Golders Green</b> (1,001: 7 – 11 April)
<b>Harlow</b> (1,000: 2 – 10 April)
<b>Milton Keynes South</b> (1,000: 7 – 10 April)
<b>North East Somerset</b> (1,001: 7 – 11 April)
<b>Rossendale &amp; Darwen</b> (1,001: 2 – 11 April)
<b>South Ribble</b> (1,000: 7 – 11 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](http://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	Swing since 2010 (on local VI)	Implied result
	Con	Lab	Lib Dem	UKIP	Green	Other	Con	Lab	Lib Dem	UKIP	Green	Other			
Cleethorpes	38	35	6	16	3	1	38 (-4)	36 (+3)	6 (-12)	15 (+8)	3 (+3)	1 (+1)	2	3.5% Con-Lab	Con hold
Crewe & Nantwich	37	39	5	16	3	1	38 (-8)	41 (+7)	4 (-11)	13 (+10)	1 (+1)	1 (-1)	3	7.5% Con-Lab	Lab gain
Dover	38	31	4	21	5	1	40 (-4)	32 (-2)	3 (-13)	20 (+16)	4 (+4)	0 (-3)	8	1.0% Con-Lab	Con hold
Dudley South	42	34	2	18	4	1	39 (-4)	35 (+2)	3 (-13)	18 (+10)	4 (+4)	0 (-)	4	3.0% Con-Lab	Con hold
Finchley & Golders Green	40	41	6	7	5	1	41 (-5)	43 (+9)	6 (-11)	6 (+4)	4 (+2)	0 (-)	2	7.0% Con-Lab	Lab gain
Harlow	41	33	4	18	3	2	44 (-1)	34 (-)	3 (-11)	16 (+12)	2 (+2)	1 (-3)	10	0.5% Con-Lab	Con hold
Milton Keynes South	38	38	6	11	6	1	37 (-5)	39 (+7)	8 (-10)	10 (+6)	4 (+3)	2 (-1)	2	6.0% Con-Lab	Lab gain
North East Somerset	45	27	7	12	8	0	44 (+3)	28 (-4)	9 (-13)	10 (+7)	8 (+7)	1 (+1)	16	3.5% Lab-Con	Con hold
Rosendale & Darwen	41	40	5	10	4	1	42 (-)	42 (+10)	4 (-14)	8 (+5)	2 (+2)	1 (-3)	0	5.0% Con-Lab	Tie
South Ribble	40	36	5	14	4	1	39 (-6)	39 (+4)	8 (-6)	12 (+8)	2 (+2)	1 (-1)	0	5.0% Con-Lab	Tie

## 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
Cleethorpes	78	66	62	83	66	81	56	32	77	63	76	75
Crewe & Nantwich	77	75	67	78	67	77	62	26	94	64	77	82
Dover	83	77	72	81	65	81	61	40	84	58	67	75
Dudley South	78	72	62	78	70	78	43	49	87	55	83	90
Finchley & Golders Green	71	74	87	76	63	89	56	36	90	47	72	69
Harlow	81	77	65	77	70	83	56	50	77	64	76	81
Milton Keynes South	81	67	75	73	55	81	35	40	74	59	69	81
North East Somerset	82	65	74	81	67	86	56	43	83	72	69	77
Rossendale & Darwen	81	65	65	82	63	75	40	57	85	65	75	81
South Ribble	82	73	73	82	63	82	51	50	78	63	72	76

## 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
Cleethorpes	59	28	63	25
Crewe & Nantwich	64	29	64	29
Dover	64	30	65	30
Dudley South	68	28	67	27
Finchley & Golders Green	71	23	73	21
Harlow	61	33	62	32
Milton Keynes South	64	24	68	21
North East Somerset	70	23	72	22
Rosendale & Darwen	62	25	64	24
South Ribble	65	28	70	24

## 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
Cleethorpes	33	24	27	16
Crewe & Nantwich	34	21	28	15
Dover	35	24	28	14
Dudley South	38	24	27	11
Finchley & Golders Green	40	19	31	11
Harlow	36	25	25	14
Milton Keynes South	35	23	26	17
North East Somerset	39	22	26	13
Rossendale & Darwen	33	22	31	14
South Ribble	36	22	29	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
Cleethorpes	39	61	12	29	23
Crewe & Nantwich	41	59	5	20	26
Dover	58	64	15	29	17
Dudley South	62	78	19	37	13
Finchley & Golders Green	34	60	10	15	27
Harlow	40	55	8	14	31
Milton Keynes South	43	74	20	15	17
North East Somerset	52	57	27	18	23
Rossendale & Darwen	57	76	13	16	14
South Ribble	45	59	12	26	25

# 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
Cleethorpes	29	9	9	26	27
Crewe & Nantwich	28	12	10	33	17
Dover	34	10	10	30	15
Dudley South	34	11	10	28	17
Finchley & Golders Green	30	13	13	31	13
Harlow	34	10	8	28	20
Milton Keynes South	27	11	10	27	25
North East Somerset	34	15	11	26	14
Rossendale & Darwen	28	10	10	30	22
South Ribble	32	12	11	29	17



## Appendix: results at 2010 general election

---

(%)	Con	Labour	Lib Dem	UKIP	Green	Others	Majority	Swing needed
<b>Cleethorpes</b>	18939 (42.1)	14641 (32.6)	8192 (18.2)	3194 (7.1)	-	-	4298 (9.6)	4.8% Con-Lab
<b>Crewe &amp; Nantwich</b>	23420 (45.8)	17374 (34.0)	7656 (15.0)	1414 (2.8)	-	1220 (2.4)	6046 (11.8)	5.9% Con-Lab
<b>Dover</b>	22174 (44.0)	16900 (33.5)	7962 (15.8)	1747 (3.5)	-	1602 (3.2)	5274 (10.5)	5.25% Con-Lab
<b>Dudley South</b>	16450 (43.1)	12594 (33.0)	5989 (15.7)	3132 (8.2)	-	-	3856 (10.1)	5.05% Con-Lab
<b>Finchley &amp; Golders Green</b>	21688 (46.0)	15879 (33.7)	8036 (17.0)	817 (1.7)	737 (1.6)	-	5809 (12.3)	6.15% Con-Lab
<b>Harlow</b>	19691 (44.9)	14766 (33.7)	5990 (13.7)	1591 (3.6)	-	1840 (4.2)	4925 (11.2)	5.6% Con-Lab
<b>Milton Keynes South</b>	23034 (41.6)	17833 (32.2)	9787 (17.7)	2074 (3.7)	774 (1.4)	1831 (3.3)	5201 (9.4)	4.7% Con-Lab
<b>North East Somerset</b>	21130 (41.3)	16216 (31.7)	11433 (22.3)	1754 (3.4)	670 (1.3)	-	4914 (9.6)	4.8% Con-Lab
<b>Rosendale &amp; Darwen</b>	19691 (41.8)	15198 (32.2)	8541 (18.1)	1617 (3.4)	-	2081 (4.4)	4493 (9.5)	4.75% Con-Lab
<b>South Ribble</b>	23396 (45.46)	17842 (34.7)	7271 (14.1)	1895 (3.7)	-	1054 (2.0)	5554 (10.8)	5.4% Con-lab