

Lord Ashcroft Polls

**General Election 2015**

**CONSTITUENCY POLLING REPORT**

**Key marginal constituencies**  
April 2015

# Methodology

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6,006 adults were interviewed by telephone between 16 and 23 April 2015 in the following constituencies:

CONSERVATIVE-HELD	UKIP-HELD
<b>Bristol North West</b> (1,005: 17 – 23 April)	<b>Rochester &amp; Strood</b> (1,000: 15 – 22 April)
<b>Colne Valley</b> (1,000: 16 – 22 April)	
<b>High Peak</b> (1,000: 16 – 22 April)	LIBERAL DEMOCRAT-HELD
<b>Thurrock</b> (1,000: 17 – 23 April)	<b>Bristol West</b> (1,001: 17 – 23 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, Feb '15	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				
<b>Bristol North West</b>	40	34	8	11	7	0	43 (+5)	34 (+8)	8 (-23)	8 (+5)	6 (+5)	0 (-1)	-	9	1.5% Con-Lab	Con hold
<b>Colne Valley</b>	40	34	7	12	7	1	37 (-)	35 (+9)	8 (-20)	11 (-9)	6 (+4)	2 (-3)	1	2	4.5% Con-Lab	Con hold
<b>High Peak</b>	38	38	7	10	6	1	40 (-1)	38 (+6)	7 (-15)	10 (+7)	5 (+3)	1 (-)	1	2	3.5% Con-Lab	Con hold
<b>Thurrock</b>	30	31	1	35	2	1	30 (-7)	31 (-6)	2 (-9)	35 (+28)	1 (+1)	1 (-8)	6*	4	17.5% Con-UKIP	UKIP gain
<b>Bristol West</b>	18	40	16	3	22	1	14 (-4)	38 (+10)	20 (-28)	2 (+1)	25 (+21)	1 (-)	-	13	19.0% LD-Lab	Lab gain
<b>Rochester &amp; Strood</b>	37	25	3	30	4	1	36 (-13)	24 (-5)	3 (-13)	33 (+33)	4 (+2)	1 (-4)	-	3	23.0% Con-UKIP	Con gain

\* Thurrock: 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
Bristol North West	80	57	74	80	60	87	55	48	96	61	60	74
Colne Valley	75	63	67	83	65	79	56	68	76	60	78	81
High Peak	82	69	75	85	70	88	47	48	90	53	74	70
Thurrock	78	69	59	75	64	84	-	-	-	63	73	81
Bristol West	72	45	76	84	47	93	56	37	94	41	60	58
Rochester & Strood	77	79	71	78	68	82	50	23	69	56	86	85

## Economic optimism

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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
Bristol North West	65	18	67	18
Colne Valley	66	27	67	26
High Peak	68	26	72	23
Thurrock	60	25	64	23
Bristol West	66	22	72	16
Rochester & Strood	70	24	70	24

## Choice of Prime Minister

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### 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
Bristol North West	33	22	30	14
Colne Valley	34	22	36	8
High Peak	36	19	33	12
Thurrock	30	24	26	19
Bristol West	25	18	44	13
Rochester & Strood	39	24	26	11

## Local campaign activity

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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
Bristol North West	61	70	41	33	16
Colne Valley	60	71	37	26	13
High Peak	66	71	28	25	16
Thurrock	70	79	22	74	8
Bristol West	31	65	70	24	15
Rochester & Strood	76	57	23	78	8

# Preferred election result

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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
Bristol North West	26	13	12	29	20
Colne Valley	28	16	14	30	12
High Peak	30	12	11	32	15
Thurrock	27	8	9	26	29
Bristol West	15	13	19	37	16
Rochester & Strood	37	15	11	23	11



## Appendix: results at 2010 general election

(%)	Con	Labour	Lib Dem	UKIP	Green	Others	Majority	Swing needed
<b>Bristol North West</b>	19115 (38.0)	13059 (25.9)	15841 (31.47)	1175 (2.3)	511 (1.0)	635 (1.3)	3274 (6.5) over LD 6056 (12.1) over Lab	3.25% Con-LD 6.05% Con-Lab
<b>Colne Valley</b>	20440 (37.0)	14589 (26.4)	15063 (28.2)	1163 (2.1)	867 (1.6)	2634 (4.8)	4837 (8.7) over LD 5851 (10.6) over Lab	4.35% Con-LD 5.3% Con-Lab
<b>High Peak</b>	20587 (40.9)	15910 (31.6)	10993 (21.8)	1690 (3.4)	922 (1.8)	235 (0.5)	4677 (9.3) over Lab	4.65% Con-Lab
<b>Thurrock</b>	16869 (36.8)	16777 (36.6)	4901 (10.7)	3390 (7.4)	-	3885 (8.5)	92 (0.2) over Lab	0.1% Con – Lab
<b>Bristol West</b>	10169 (18.4)	15227 (27.5)	26593 (48.0)	655 (1.2)	2090 (3.8)	613 (1.1)	11366 (20.5) over Lab 24503 (44.2) over Grn	10.25% LD-Lab 22.1% LD-Grn
<b>Rochester &amp; Strood*</b>	23604 (49.2) <i>13947 (34.8)</i>	13651 (28.5) <i>6713 (16.8)</i>	7800 (16.3) <i>349 (0.9)</i>	- <i>16867 (42.1)</i>	734 (1.5) <i>1692 (4.2)</i>	2182 (4.5) <i>497 (1.2)</i>	9953 (20.7) over Lab 23604 (49.2) over UKIP	10.35% Con-Lab 24.6% Con-UKIP

\* Rochester & Strood: 2014 by-election results in italics