

Lord Ashcroft Polls

**General Election 2015**

**CONSTITUENCY POLLING REPORT**

**Key marginal constituencies**

27 April 2015

# Methodology

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4,002 adults were interviewed by telephone between 15 and 24 April 2015 in the following constituencies:

<b>CONSERVATIVE-HELD</b>
<b>Cannock Chase</b> (1,002: 16 – 24 April)
<b>Castle Point</b> (1,000: 15 – 24 April)
<b>Great Yarmouth</b> (1,000: 15 – 24 April)

  

<b>LABOUR-HELD</b>
<b>Great Grimsby</b> (1,000: 15 – 24 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)						Previous Lead	Lead, April '15	Swing since 2010 (on local VI)	Implied result
	Con	Lab	Lib Dem	UKIP	Green	Other	Con	Lab	Lib Dem	UKIP	Green	Other				
<b>Cannock Chase</b>	34	35	4	23	3	1	<b>32 (-8)</b>	<b>38 (+5)</b>	<b>5 (-12)</b>	<b>21 (+18)</b>	<b>3 (+3)</b>	<b>1 (-5)</b>	<i>2 over UKIP (Oct '14)</i>	<b>6 over Con</b>	6.5% Con-Lab	Lab gain
<b>Castle Point</b>	41	14	2	38	4	2	<b>41 (-3)</b>	<b>12 (-3)</b>	<b>2 (-7)</b>	<b>36 (+36)</b>	<b>3 (+3)</b>	<b>5 (-27)</b>	<i>1 over UKIP (Feb '15)</i>	<b>5 over UKIP</b>	16.5% Con-UKIP	Con hold
<b>Great Yarmouth</b>	36	33	2	23	5	1	<b>36 (-7)</b>	<b>34 (+1)</b>	<b>2 (-12)</b>	<b>24 (+19)</b>	<b>4 (+3)</b>	<b>1 (-3)</b>	<i>2 over UKIP (July '14)</i>	<b>2 over Lab</b>	4.0% Con-Lab	Con hold
<b>Great Grimsby</b>	26	41	5	25	2	1	<b>24 (-7)</b>	<b>42 (+9)</b>	<b>5 (-17)</b>	<b>25 (+19)</b>	<b>2 (+2)</b>	<b>2 (-6)</b>	<i>1 over UKIP (Dec '14)</i>	<b>17 over UKIP</b>	5.0% Lab-UKIP	Lab hold

## 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
Cannock Chase	78	67	69	81	78	76	65	50	84	68	69	82
Castle Point	83	73	65	75	76	78	40	58	93	64	79	84
Great Yarmouth	80	70	70	88	75	74	63	64	66	65	72	84
Great Grimsby	78	69	70	81	73	84	68	68	79	69	75	83

## 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
Cannock Chase	66	29	67	29
Castle Point	62	32	66	28
Great Yarmouth	63	29	67	27
Great Grimsby	62	32	64	31

## 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
Cannock Chase	35	22	31	12
Castle Point	38	27	19	17
Great Yarmouth	34	21	30	15
Great Grimsby	30	21	36	12

## 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
Cannock Chase	68	81	25	49	10
Castle Point	53	44	19	63	20
Great Yarmouth	61	72	20	58	14
Great Grimsby	40	76	36	62	14

# 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
Cannock Chase	30	13	10	32	15
Castle Point	39	15	7	15	21
Great Yarmouth	29	13	8	32	17
Great Grimsby	23	12	9	39	18

## Appendix: results at 2010 general election

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(%)	Con	Labour	Lib Dem	UKIP	Green	Others	Majority	Swing needed
<b>Cannock Chase</b>	18271 (40.1)	15076 (33.1)	7732 (17.0)	1580 (3.5)	-	2900 (6.4)	3195 (7.0) over Lab	3.5% Con-Lab
<b>Castle Point</b>	19806 (44.0)	6609 (14.7)	4232 (9.4)	-	-	14379 (31.9)*	7632 (17.0) over U/Ind	8.5% Con-U/Ind
<b>Great Yarmouth</b>	18571 (43.1)	14295 (33.2)	6188 (14.4)	2066 (4.8)	416 (1.0)	1521 (3.5)	4276 (9.9) over Lab	4.95% Con – Lab
<b>Great Grimsby</b>	10063 (30.5)	10777 (32.7)	7388 (22.4)	2043 (6.2)	-	2683 (8.1)	714 (2.2) over Con 8734 (26.5) over UKIP	1.10% Lab-Con 13.25% Lab-UKIP

\* in 2010 Bob Spink stood as an Independent candidate and came second with 12,174 (27%)