

Lord Ashcroft Polls

General Election 2015

CONSTITUENCY POLLING REPORT

Key marginal constituencies

29 April 2015

Methodology

3,001 adults were interviewed by telephone between 22 and 28 April 2015 in the following constituencies:

CONSERVATIVE-HELD
South Swindon (1,000: 22 – 28 April)
Thanet South (1,001: 22 – 28 April)

LIB DEM-HELD
Sheffield Hallam (1,000: 22 – 28 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)						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				
South Swindon	37	36	5	17	5	0	37 (-5)	36 (+2)	6 (-12)	16 (+10)	4 (+3)	0 (-1)	Tie (March '15)	1	3.5% Con-Lab	Con hold
Thanet South	35	27	4	30	4	1	34 (-14)	26 (-5)	3 (-12)	32 (+26)	4 (+4)	1 (+1)	1 (Nov '14)	2	20.0% Con-UKIP	Con hold
Sheffield Hallam	20	37	30	8	5	1	15 (-9)	37 (+21)	36 (-17)	7 (+5)	4 (+2)	0 (-3)	2 (Mar '15)	1	19.0% LD-Lab	Lab gain

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
South Swindon	77	66	70	80	67	77	53	37	89	59	37	82
Thanet South	82	69	71	83	65	85	81	39	83	66	74	86
Sheffield Hallam	83	49	77	93	68	96	53	57	88	37	92	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
South Swindon	69	26	72	24
Thanet South	68	26	69	26
Sheffield Hallam	72	20	80	15

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
South Swindon	38	23	29	11
Thanet South	39	21	30	10
Sheffield Hallam	34	19	39	8

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
South Swindon	73	80	42	48	10
Thanet South	78	71	40	89	6
Sheffield Hallam	65	81	92	43	4

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
South Swindon	33	13	12	29	13
Thanet South	33	14	11	27	15
Sheffield Hallam	23	21	17	30	9

Appendix: results at 2010 general election

(%)	Con	Labour	Lib Dem	UKIP	Green	Others	Majority	Swing needed
South Swindon	19687 (41.8)	16143 (34.3)	8305 (17.6)	2029 (4.3)	619 (1.3)	336 (0.7)	3544 (7.5)	3.75% Con-Lab
Thanet South	22043 (48.0)	14426 (31.4)	6935 (15.1)	2529 (5.5)	-	-	7617 (16.6%) over Lab 19514 (42.5%) over UKIP	8.3% Con – Lab 21.25% Con-UKIP
Sheffield Hallam	12040 (23.5)	8228 (16.1)	27324 (53.4)	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