

Lord Ashcroft Polls

**General Election 2015**

**CONSTITUENCY POLLING REPORT**

**Scottish constituencies**  
April 2015

# Methodology

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10,009 adults were interviewed by telephone between 9 and 17 April 2015 in the following constituencies:

LABOUR-HELD	LIBERAL DEMOCRAT-HELD
East Renfrewshire (1,002: 11 – 16 April)	Berwickshire, Roxburgh & Selkirk (1,001: 13 – 16 April)
Edinburgh North & Leith (1,000: 14 – 17 April)	East Dunbartonshire (1,000: 10 – 16 April)
Edinburgh South (1,000: 13 – 17 April)	North East Fife (1,000: 10 – 16 April)
Glasgow South West (1,003: 11 – 16 April)	Ross, Skye & Lochaber (1,000: 9 – 15 April)
Paisley & Renfrewshire South (1,005: 11 – 16 April)	
CONSERVATIVE-HELD	
Dumfriesshire, Clydesdale & Tweeddale (1,000: 9 – 15 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, SNP, 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	SNP	Other	Con	Lab	Lib Dem	SNP	Other				
East Renfrewshire	28	28	3	38	3	25 (-5)	31 (-20)	3 (-6)	40 (+31)	2 (+1)	1	9	26.5% Lab-SNP	SNP gain
Edinburgh North & Leith	17	27	5	43	8	14 (-1)	29 (-9)	6 (-28)	43 (+33)	7 (+3)	-	14	20.5% Lab-SNP	SNP gain
Edinburgh South	19	31	8	35	7	16 (-6)	34 (-1)	8 (-26)	37 (+29)	6 (+4)	-	3	15.0% Lab-SNP	SNP gain
Glasgow South West	6	34	2	52	6	6 (-1)	34 (-28)	2 (-7)	55 (+39)	4 (-2)	3*	21	33.5% Lab-SNP	SNP gain
Paisley & Renfrewshire South	8	37	1	49	5	6 (-4)	39 (-21)	1 (-9)	50 (+32)	4 (+1)	8	11	26.5% Lab-SNP	SNP gain
Berwickshire, Roxburgh & Selkirk	32	9	22	31	5	30 (-4)	9 (-1)	28 (-17)	29 (+20)	4 (+2)	-	1	6.5% LD-Con	Con gain
East Dunbartonshire	15	20	21	41	4	12 (-4)	16 (-18)	29 (-10)	40 (+29)	2 (+1)	-	11	19.5% LD-SNP	SNP gain
North East Fife	19	11	24	41	5	16 (-6)	9 (-8)	30 (-14)	43 (+29)	2 (-1)	-	13	21.5% LD-SNP	SNP gain
Ross, Skye & Lochaber	11	8	26	47	8	7 (-5)	6 (-9)	33 (-20)	48 (+35)	6 (+1)	5	15	27.5% LD-SNP	SNP gain
Dumfriesshire, Clydesdale & Tweeddale	33	20	4	37	6	34 (-4)	20 (-9)	4 (-16)	36 (+25)	4 (+1)	Tie	2	14.5% Con-SNP	SNP gain

\* Glasgow South West: Jan 2015

# Parties ruled out?

### 3. Are there any parties you would definitely not vote for at the next general election?

%	Labour voters			Conservative voters			SNP voters		
	Rule out SNP	Rule out Cons	Rule out LD	Rule out Lab	Rule out SNP	Rule out LD	Rule out Cons	Rule out Labour	Rule out LD
East Renfrewshire	74	75	61	64	87	74	88	69	77
Edinburgh North & Leith	69	82	63	67	84	53	91	61	78
Edinburgh South	70	73	55	59	87	59	89	67	79
Glasgow South West	66	84	69	74	80	79	85	63	77
Paisley & Renfrewshire South	70	85	77	70	76	63	91	70	82

%	Conservative voters			Labour voters			Lib Dem voters			SNP voters		
	Rule out Lab	Rule out LD	Rule out SNP	Rule out Con	Rule out LD	Rule out SNP	Rule out Con	Rule out Lab	Rule out SNP	Rule out Con	Rule out Lab	Rule out LD
Berwickshire, Roxburgh & Selkirk	86	60	85	90	68	73	61	57	73	85	75	68
East Dunbartonshire	84	48	90	84	54	71	46	60	85	89	69	76
North East Fife	82	52	86	72	52	66	52	59	83	85	76	77
Ross, Skye & Lochaber	84	46	83	81	58	56	56	60	75	94	77	78
Dumfriesshire, Clydesdale & Tweeddale	80	73	84	84	75	70	45	55	78	86	70	82

# 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
East Renfrewshire	63	25	68	21
Edinburgh North & Leith	68	27	73	21
Edinburgh South	67	26	74	21
Glasgow South West	54	34	57	32
Paisley & Renfrewshire South	59	30	65	26
Berwickshire, Roxburgh & Selkirk	65	28	69	25
East Dunbartonshire	67	27	71	23
North East Fife	65	29	69	25
Ross, Skye & Lochaber	62	30	67	27
Dumfriesshire, Clydesdale & Tweeddale	60	34	67	29

# 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
East Renfrewshire	30	22	31	17
Edinburgh North & Leith	26	23	40	11
Edinburgh South	28	21	39	11
Glasgow South West	15	21	45	19
Paisley & Renfrewshire South	17	24	43	17
Berwickshire, Roxburgh & Selkirk	36	25	27	12
East Dunbartonshire	29	22	36	13
North East Fife	31	25	29	14
Ross, Skye & Lochaber	26	24	34	15
Dumfriesshire, Clydesdale & Tweeddale	32	23	31	15

# 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, the SNP or UKIP?

%	From Cons	From Labour	From Lib Dems	From SNP	From UKIP	From none
East Renfrewshire	46	78	15	66	9	9
Edinburgh North & Leith	24	66	18	53	7	17
Edinburgh South	42	79	32	64	7	11
Glasgow South West	19	62	10	58	6	19
Paisley & Renfrewshire South	26	76	14	53	6	14
Berwickshire, Roxburgh & Selkirk	59	36	73	62	12	10
East Dunbartonshire	41	77	82	74	8	5
North East Fife	44	32	74	68	10	11
Ross, Skye & Lochaber	23	23	76	71	10	10
Dumfriesshire, Clydesdale & Tweeddale	54	53	17	47	7	17

# Preferred election result

7. Which of the following would you most like to see as the outcome of the next election?

%	Conservative government	Coalition involving Cons & Lib Dems	Coalition involving Cons & SNP	Coalition involving Lab & SNP	Coalition involving Lab & Lib Dems	Labour government	Don't know
East Renfrewshire	20	8	7	32	4	15	13
Edinburgh North & Leith	14	8	8	38	6	15	11
Edinburgh South	15	9	7	35	9	16	
Glasgow South West	6	3	7	43	3	23	15
Paisley & Renfrewshire South	7	4	7	41	3	24	14
Berwickshire, Roxburgh & Selkirk	23	14	9	22	7	8	16
East Dunbartonshire	15	13	7	31	7	15	13
North East Fife	16	14	10	28	8	9	15
Ross, Skye & Lochaber	11	15	8	38	7	9	11
Dumfriesshire, Clydesdale & Tweeddale	23	8	10	29	4	15	11



## Appendix: results at 2010 general election

(%)	Con	Labour	Lib Dem	SNP	Others	Majority	Swing needed
East Renfrewshire	15567 (30.4)	25987 (50.8)	4720 (9.2)	4535 (8.9)	372 (0.7)	10420 (20.4%) over Con 21452 (41.9%) over SNP	10.2% Lab-Con 20.95% Lab-SNP
Edinburgh North & Leith	7079 (14.9)	17740 (37.5)	16016 (33.8)	4568 (9.6)	1953 (4.1)	1724 (3.6%) over LD 13172 (27.9%) over SNP	1.8% Lab-LD 13.95% Lab-SNP
Edinburgh South	9452 (21.6)	15215 (34.7)	14899 (34.0)	3354 (7.7)	881 (2.0)	316 (0.7%) over LD 11681 (27.0%) over SNP	0.35% Lab-LD 13.5% Lab-SNP
Glasgow South West	2084 (6.6)	19863 (62.4)	2870 (9.0)	5192 (16.3)	1772 (5.6)	14671 (46.2) over SNP	23.1% Lab-SNP
Paisley & Renfrewshire South	3979 (9.9)	23842 (59.6)	3812 (9.5)	7228 (18.1)	1137 (2.8)	16614 (41.5) over SNP	20.75% Lab-SNP
Berwickshire, Roxburgh & Selkirk	16555 (33.8)	5003 (10.2)	22230 (45.4)	4497 (9.2)	729 (1.5)	5675 (11.6%) over Con 17733 (36.2%) over SNP	5.8% LD-Con 18.1% LD-SNP
East Dunbartonshire	7431 (15.5)	16367 (34.1)	18551 (38.7)	5054 (10.5)	545 (1.1)	2184 (4.6%) over Lab 13497 (28.2%) over SNP	2.3% LD-Lab 14.1% LD-SNP
North East Fife	8715 (21.8)	6869 (17.1)	17763 (44.3)	5685 (14.2)	1032 (2.6)	9048 (22.6%) over Con 12078 (30.1%) over SNP	11.3% LD-Con 15.05% LD-SNP
Ross, Skye & Lochaber	4260 (12.2)	5265 (15.1)	18335 (52.6)	5263 (15.1)	1715 (4.9)	13070 (37.5%) over Lab 13072 (37.5%) over SNP	18.75% LD-Lab 18.75% LD-SNP
Dumfriesshire, Clydesdale & Tweeddale	17457 (38.0)	13263 (28.9)	9080 (19.8)	4945 (10.8)	1147 (2.5)	4194 (9.1%) over Lab 12512 (27.2%) over SNP	4.55% Con-Lab 13.6% Con-SNP