

Lord Ashcroft Polls

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

**Key marginal constituencies**

1 May 2015

# Methodology

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10,0012 adults were interviewed by telephone between 24 and 30 April 2015 in the following constituencies:

<b>CONSERVATIVE-HELD</b>	<b>LABOUR-HELD</b>
<b>Battersea</b> (1,001: 25 – 30 April)	<b>East Renfrewshire</b> (1,000: 24 – 30 April)
<b>Croydon Central</b> (1,003: 26 – 30 April)	
<b>Dumfriesshire, Clydesdale &amp; Tweeddale</b> (1,000: 24 – 29 April)	<b>LIB DEM-HELD</b>
<b>Norwich North</b> (1,000: 24 – 30 April)	<b>North Cornwall</b> (1,002: 24 – 29 April)
<b>Peterborough</b> (1,002: 27 – 30 April)	
<b>Pudsey</b> (1,002: 24 – 30 April)	
<b>Stourbridge</b> (1,002: 27 – 30 April)	
<b>Wirral West</b> (1,000: 24 – 30 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, the SNP [Scotland] 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, Apr '15	Swing since 2010 (on local VI)	Implied result
	Con	Lab	Lib Dem	UKIP	Green	Other	Con	Lab	Lib Dem	UKIP	Green	Other				
Battersea	50	37	7	2	4	1	50 (+3)	38 (+3)	6 (-9)	2 (+1)	3 (+2)	0 (-1)	-	12	0%	Con hold
Croydon Central	43	40	3	10	4	1	44 (+4)	40 (+6)	2 (-11)	10 (+8)	3 (+2)	0 (-11)	4 (Mar '15)	4	1.0% Con-Lab	Con hold
Norwich North	35	39	5	14	7	0	36 (-5)	38 (+7)	6 (-12)	12 (+8)	8 (+5)	1 (-1)	1 (Feb '15)	2	6.0% Con-Lab	Lab gain
Peterborough	32	36	5	20	5	2	32 (-8)	34 (+4)	9 (-11)	19 (+12)	4 (+3)	3 (-)	-	2	6.0% Con-Lab	Lab gain
Pudsey	39	40	6	9	5	1	41 (+3)	40 (+5)	7 (-14)	8 (+5)	4 (+4)	1 (-2)	Tie (Apr '15)	1	1.0% Con-Lab	Con hold
Stourbridge	38	34	5	17	5	0	39 (-4)	37 (+5)	4 (-12)	15 (+10)	3 (+2)	1 (-3)	-	2	4.5% Con-Lab	Con hold
Wirral West	40	46	3	6	4	1	43 (+1)	46 (+10)	3 (-14)	5 (+3)	2 (+2)	0 (-2)	5 (Mar '15)	3	4.5% Con-Lab	Lab gain
North Cornwall	40	7	30	15	5	3	36 (-6)	5 (+1)	38 (-10)	14 (+9)	5 (+5)	3 (+2)	2 (Mar '15)	2	2.0% LD-Con	Lib Dem hold

% (change since 2010)	Standard voting intention (Q1)					Constituency voting intention (Q2)					Previous lead	Lead, Apr '15	Swing since 2010 (on local VI)	Implied result
	Con	Lab	Lib Dem	SNP	Other	Con	Lab	Lib Dem	SNP	Other				
Dumfriesshire, Clydesdale & Tweeddale	30	16	5	41	7	31 (-7)	17 (-12)	5 (-15)	42 (+31)	6 (+3)	2 (Apr '15)	11	19.0% Con-SNP	SNP gain
East Renfrewshire	24	33	3	39	2	20 (-10)	36 (-15)	3 (-6)	39 (+30)	2 (+1)	9 (Apr '15)	3	22.5% Lab-SNP	SNP 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
Battersea	74	66	81	76	60	88	41	43	94	62	95	89
Croydon Central	81	74	74	76	69	86	33	36	70	63	75	73
Norwich North	83	67	74	81	72	88	65	62	83	63	73	73
Peterborough	78	69	73	73	62	81	61	44	82	71	76	83
Pudsey	73	59	72	82	66	89	55	67	76	66	72	88
Stourbridge	79	71	70	78	69	80	36	58	83	60	73	82
Wirral West	74	65	69	83	64	85	35	21	97	53	73	73
North Cornwall	92	65	75	94	52	76	62	55	83	51	80	62

%	Conservative voters			Labour 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 LD
Dumfriesshire, Clydesdale & Tweeddale	81	67	91	82	72	60	88	68	80
East Renfrewshire	56	56	86	66	62	71	90	67	78

## 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
Battersea	71	22	77	18
Croydon Central	67	27	68	25
Norwich North	64	29	68	26
Peterborough	62	32	68	27
Pudsey	70	19	72	17
Stourbridge	67	28	64	30
Wirral West	62	21	67	20
North Cornwall	66	27	67	27
Dumfriesshire, Clydesdale & Tweeddale	65	28	68	27
East Renfrewshire	67	20	75	14

## 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
Battersea	44	17	31	7
Croydon Central	37	19	33	11
Norwich North	35	23	32	9
Peterborough	33	24	31	13
Pudsey	36	20	34	11
Stourbridge	39	22	29	10
Wirral West	34	16	39	11
North Cornwall	42	27	21	10
Dumfriesshire, Clydesdale & Tweeddale	31	23	32	14
East Renfrewshire	29	18	37	14

## 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
Battersea	69	74	39	20	14
Croydon Central	73	84	23	30	8
Norwich North	68	76	40	42	12
Peterborough	68	74	38	37	15
Pudsey	79	89	38	40	6
Stourbridge	64	71	25	44	15
Wirral West	85	88	56	46	6
North Cornwall	82	54	85	68	6

%	From Cons	From Labour	From Lib Dems	From SNP	From UKIP	From none
Dumfriesshire, Clydesdale & Tweeddale	69	66	45	79	32	6
East Renfrewshire	58	86	37	81	25	7

# 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
Battersea	30	17	11	31	11
Croydon Central	33	12	10	31	15
Norwich North	28	15	12	31	14
Peterborough	26	13	13	30	18
Pudsey	28	13	10	31	18
Stourbridge	32	14	11	29	15
Wirral West	30	10	9	36	15
North Cornwall	35	25	13	13	12

%	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
Dumfriesshire, Clydesdale & Tweeddale	20	11	8	30	4	14	13
East Renfrewshire	18	7	6	37	3	15	13



## Appendix: results at 2010 general election

(%)	Con	Labour	Lib Dem	UKIP	Green	Others	Majority	Swing needed
<b>Battersea</b>	23103 (47.3)	17126 (35.1)	7176 (14.7)	505 (1.0)	559 (1.1)	323 (0.6)	5977 (12.2%) over Lab	6.1% Con-Lab
<b>Croydon Central</b>	19657 (39.5)	16688 (33.5)	6553 (13.2)	997 (2.0)	581 (1.2)	5281 (10.6)	2969 (6.0) over Lab	3.0% Con-Lab
<b>Norwich North</b>	17280 (40.6)	13379 (31.4)	7783 (18.3)	1878 (4.4)	1245 (2.9)	1008 (2.4)	3901 (9.2%) over Lab	4.60% Con-Lab
<b>Peterborough</b>	18133 (40.4)	13272 (29.5)	8816 (19.6)	3007 (6.7)	523 (1.2)	1176 (2.6)	4861 (10.8) over Lab	5.4% Con-Lab
<b>Pudsey</b>	18874 (38.45)	17215 (35.1)	10224 (20.8)	1221 (2.5)	-	1549 (3.2)	1659 (3.4) over Lab	1.7% Con-Lab
<b>Stourbridge</b>	20153 (42.7)	14989 (31.7)	7733 (16.4)	2103 (4.5)	394 (0.8)	1862 (3.9)	5164 (10.9) over Lab	5.45% Con-Lab
<b>Wirral West</b>	16726 (42.48)	14290 (36.3)	6630 (16.8)	899 (2.3)	-	827 (2.1)	2436 (6.2) over Lab	3.1% Con-Lab
<b>North Cornwall</b>	19531 (41.7)	1917 (4.2)	22512 (48.1)	2300 (4.9)	-	530 (1.1)	2981 (6.4) over Con	3.2% LD – Con

(%)	Con	Labour	Lib Dem	SNP	Others	Majority	Swing needed
<b>Dumfriesshire, Clydesdale &amp; Tweeddale</b>	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
<b>East Renfrewshire</b>	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