

Lord Ashcroft Polls

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

**Scottish constituencies**

February 2015

# Methodology

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16,007 adults were interviewed by telephone between 5 and 30 January 2015 in the following constituencies:

LAB-HELD SNP TARGETS	LIB DEM-HELD SNP TARGETS
Airdrie & Shotts (1,000: 14 – 22 January)	Gordon (1,002: 22 – 29 January)
Coatbridge, Chryston & Bellshill (1,001: 7 – 17 January)	Inverness, Nairn, Badenoch & Strathspey (1,000: 20 – 29 January)
Cumbernauld, Kilsyth & Kirkintilloch East (1,000: 14 – 22 January)	
Dundee West (1,000: 23 – 30 January)	
Glasgow Central (1,000: 5 – 10 January)	
Glasgow East (1,001: 5 – 8 January)	
Glasgow North (1,001: 5 – 10 January)	
Glasgow North East (1,001: 5 – 8 January)	
Glasgow North West (1,000: 7 – 17 January)	
Glasgow South (1,001: 7 – 16 January)	
Glasgow South West (1,000: 7 – 15 January)	
Motherwell & Wishaw (1,000: 14 – 22 January)	
Paisley & Renfrewshire South (1,000: 22 – 29 January)	
West Dunbartonshire (1,000: 14 – 22 January)	

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	Swing since 2010 (on local VI)	Implied result
	Con	Lab	Lib Dem	SNP	Other	Con	Lab	Lib Dem	SNP	Other			
Airdrie & Shotts	8	38	1	46	7	7 (-2)	39 (-19)	1 (-7)	47 (+23)	6 (+4)	8	21% Lab-SNP	SNP gain
Coatbridge, Chryston & Bellshill	7	41	1	46	4	6 (-2)	43 (-24)	1 (-8)	46 (+29)	5 (+5)	3	26.5% Lab-SNP	SNP gain
Cumbernauld, Kilsyth & Kirkintilloch East	7	36	2	48	7	6 (-2)	34 (-23)	2 (-8)	52 (+28)	7 (+6)	18	25.5% Lab-SNP	SNP gain
Dundee West	7	25	2	58	7	6 (-3)	25 (-24)	3 (-8)	59 (+30)	7 (+5)	34	27% Lab-SNP	SNP gain
Glasgow Central	5	36	2	46	10	5 (-2)	35 (-17)	3 (-13)	45 (+27)	12 (+5)	10	22% Lab-SNP	SNP gain
Glasgow East	6	39	1	46	8	4 (-1)	37 (-25)	1 (-4)	51 (+26)	8 (+4)	14	25.5% Lab-SNP	SNP gain
Glasgow North	7	33	5	43	12	5 (-7)	33 (-12)	4 (-27)	45 (+33)	13 (+8)	12	22.5% Lab-SNP	SNP gain
Glasgow North East	4	46	1	39	10	4 (-1)	46 (-22)	1 (-7)	39 (+25)	10 (+5)	7	23.5% Lab-SNP	Lab hold
Glasgow North West	9	38	2	43	7	7 (-3)	38 (-16)	3 (-13)	44 (+29)	8 (+3)	6	22.5% Lab-SNP	SNP gain
Glasgow South	10	33	3	46	9	9 (-3)	33 (-19)	2 (-10)	48 (+28)	7 (+2)	15	23.5% Lab-SNP	SNP gain
Glasgow South West	6	41	2	42	9	4 (-3)	42 (-20)	2 (-7)	45 (+29)	8 (+2)	3	24.5% Lab-SNP	SNP gain
Motherwell & Wishaw	7	38	0	48	7	5 (-4)	39 (-22)	1 (-9)	50 (+32)	5 (+3)	11	27% Lab-SNP	SNP gain
Paisley & Renfrewshire South	7	39	2	45	7	6 (-4)	40 (-20)	2 (-8)	48 (+30)	3 (-)	8	25% Lab-SNP	SNP gain
West Dunbartonshire	7	36	2	45	8	6 (-2)	38 (-23)	1 (-7)	47 (+27)	7 (+4)	9	25% Lab-SNP	SNP gain
Gordon	15	17	21	41	5	11 (-8)	14 (-6)	26 (-10)	43 (+21)	6 (+3)	17	15.5% LD-SNP	SNP gain
Inverness, Nairn, Badenoch & Strathspey	14	14	16	48	8	10 (-3)	13 (-9)	21 (-20)	50 (+31)	6 (+1)	29	25.5% LD-SNP	SNP gain

# Aggregate battleground results

Data weighted to be representative of the 14 Labour-SNP seats combined: sample 14,005.

If there were a general election tomorrow, which party would you vote for?

%	Standard voting intention					Constituency voting intention					Swing (based on const. VI)
	Con	Lab	Lib Dem	SNP	Other	Con	Lab	Lib Dem	SNP	Other	
Lab-SNP seats	7	37	2	46	7	6	37	2	48	7	25.4% Lab-SNP

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

%	Conservative voters				Labour voters				SNP voters				UKIP voters				Green voters			
	Not Lab	Not LD	Not SNP	Not UKIP	Not UKIP	Not Cons	Not LDs	Not SNP	Not UKIP	Not Cons	Not Lab	Not LD	Not Con	Not Lab	Not LD	Not SNP	Not Con	Not Lab	Not LD	Not SNP
Lab-SNP seats	65	70	77	75	84	84	78	65	89	90	73	85	67	65	76	60	88	60	76	35

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?

%	ALL VOTERS				Con voters				Lab voters				Lib Dem voters				SNP voters				UKIP voters				Green voters			
	Country		Me & family		Country		Me & family		Country		Me & family		Country		Me & family		Country		Me & family		Country		Me & family		Country		Me & family	
	Well	Badly	W	B	W	B	W	B	W	B	W	B	W	B	W	B	W	B	W	B	W	B	W	B	W	B	W	B
Lab-SNP seats	50	45	58	37	84	14	86	11	59	37	67	29	67	31	75	22	42	56	52	45	44	53	51	46	46	52	58	41

**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.

	ALL			Con voters			Lab voters			Lib Dem voters			SNP voters			UKIP voters			Green voters		
	Sat DC	Pref DC to EM	Pref EM	Sat DC	Pref DC to EM	Pref EM	Sat DC	Pref DC to EM	Pref EM	Sat DC	Pref DC to EM	Pref EM	Sat DC	Pref DC to EM	Pref EM	Sat DC	Pref DC to EM	Pref EM	Sat DC	Pref DC to EM	Pref EM
Lab-SNP seats	18	26	38	64	31	3	18	17	59	34	34	27	10	31	38	22	37	25	8	26	54

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?

%	Heard from Conservatives	Heard from Labour	Heard from Lib Dems	Heard from SNP	Heard from UKIP	None of them
Lab-SNP seats	3	9	2	13	2	79

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

	ALL VOTERS	Con voters	Lab voters	Lib Dem voters	SNP voters	UKIP voters	Green voters
Conservative government	7	73	2	6	2	18	3
Coalition involving Cons & LDs	3	13	1	29	1	9	5
Coalition involving Cons & SNP	8	8	1	7	14	7	6
Coalition involving Lab & SNP	39	2	21	9	69	20	50
Coalition involving Lab & LDs	4	-	7	37	1	4	13
Labour government	26	3	67	6	5	21	14
Don't know	14	2	2	6	7	20	8

## Parties ruled out?

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

%	Labour voters				SNP voters			
	Rule out SNP	Rule out Cons	Rule out Lib Dems	Rule out UKIP	Rule out UKIP	Rule out Cons	Rule out Labour	Rule out Lib Dems
Airdrie & Shotts	60	83	78	79	87	92	75	88
Coatbridge, Chryston & Bellshill	70	82	81	86	91	91	74	85
Cumbernauld, Kilsyth & Kirkintilloch East	68	85	79	88	90	92	73	88
Dundee West	68	90	78	90	91	90	78	86
Glasgow Central	52	80	70	85	90	86	68	79
Glasgow East	61	83	79	82	90	90	71	85
Glasgow North	66	91	65	89	88	92	73	86
Glasgow North East	69	88	82	82	87	92	66	84
Glasgow North West	63	81	76	76	91	88	77	87
Glasgow South	66	85	75	85	90	88	74	80
Glasgow South West	69	85	80	82	83	90	67	84
Motherwell & Wishaw	63	83	77	82	85	90	78	90
Paisley & Renfrewshire South	69	86	78	89	94	93	74	91
West Dunbartonshire	66	87	83	84	88	90	73	84

%	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
Gordon	80	43	82	75	61	61	60	62	79	84	76	78
Inverness, Nairn, Badenoch & Strathspey	75	61	82	87	73	72	55	44	74	90	76	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
Airdrie & Shotts	51	45	54	42
Coatbridge, Chryston & Bellshill	49	46	56	39
Cumbernauld, Kilsyth & Kirkintilloch East	52	45	61	36
Dundee West	52	43	61	35
Glasgow Central	52	44	64	33
Glasgow East	48	47	53	42
Glasgow North	53	41	65	29
Glasgow North East	50	45	56	39
Glasgow North West	49	47	59	39
Glasgow South	50	46	64	33
Glasgow South West	51	46	56	40
Motherwell & Wishaw	49	47	55	40
Paisley & Renfrewshire South	55	41	62	33
West Dunbartonshire	45	51	54	42
Gordon	62	34	69	28
Inverness, Nairn, Badenoch & Strathspey	58	37	66	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
Airdrie & Shotts	19	29	34	18
Coatbridge, Chryston & Bellshill	19	24	38	19
Cumbernauld, Kilsyth & Kirkintilloch East	18	28	36	18
Dundee West	16	26	40	18
Glasgow Central	18	25	42	15
Glasgow East	18	23	39	19
Glasgow North	18	24	42	16
Glasgow North East	19	24	38	18
Glasgow North West	21	25	37	18
Glasgow South	19	25	39	17
Glasgow South West	19	25	37	18
Motherwell & Wishaw	18	26	39	17
Paisley & Renfrewshire South	17	28	37	23
West Dunbartonshire	16	28	37	20
Gordon	30	36	21	13
Inverness, Nairn, Badenoch & Strathspey	26	32	28	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, the SNP or UKIP?

%	From Cons	From Labour	From Lib Dems	From SNP	From UKIP	From none
Airdrie & Shotts	1	4	1	8	2	88
Coatbridge, Chryston & Bellshill	1	9	1	10	2	83
Cumbernauld, Kilsyth & Kirkintilloch East	2	5	2	17	3	79
Dundee West	4	10	6	32	2	61
Glasgow Central	3	16	1	15	3	73
Glasgow East	3	10	2	14	3	78
Glasgow North	3	10	4	14	4	77
Glasgow North East	3	9	3	13	3	79
Glasgow North West	2	5	2	13	3	81
Glasgow South	4	8	2	12	2	82
Glasgow South West	3	6	1	9	2	86
Motherwell & Wishaw	2	8	1	9	1	85
Paisley & Renfrewshire South	2	14	2	12	2	75
West Dunbartonshire	2	5	1	9	2	86
Gordon	4	5	16	23	3	64
Inverness, Nairn, Badenoch & Strathspey	4	5	29	20	1	58

# 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
Airdrie & Shotts	7	3	11	34	3	27	15
Coatbridge, Chryston & Bellshill	7	2	8	38	2	29	14
Cumbernauld, Kilsyth & Kirkintilloch East	7	3	8	40	5	24	14
Dundee West	7	3	12	43	4	17	13
Glasgow Central	6	3	6	43	6	23	12
Glasgow East	7	2	7	42	2	25	15
Glasgow North	7	3	5	44	8	21	11
Glasgow North East	5	3	6	37	3	34	13
Glasgow North West	9	4	8	37	5	27	10
Glasgow South	9	4	8	38	3	23	14
Glasgow South West	6	3	6	37	4	29	14
Motherwell & Wishaw	7	3	8	38	3	27	15
Paisley & Renfrewshire South	6	3	9	41	4	26	12
West Dunbartonshire	8	3	7	36	4	25	17
Gordon	13	11	13	25	8	12	17
Inverness, Nairn, Badenoch & Strathspey	12	9	11	34	7	11	15

# Appendix: results at 2010 general election

(%)	Con	Labour	Lib Dem	SNP	Others	Majority	Swing needed
<b>Airdrie &amp; Shotts</b>	3133 (8.7)	20849 (58.2)	2898 (8.1)	8441 (23.5)	528 (1.5)	12408 (34.6) over SNP	17.3% LAB-SNP
<b>Coatbridge, Chryston &amp; Bellshill</b>	3374 (8.1)	27728 (66.6)	3519 (8.5)	7014 (16.8)	-	20714 (49.8) over SNP	24.9% LAB-SNP
<b>Cumbernauld, Kilsyth &amp; Kirkintilloch East</b>	3407 (8.3)	23549 (57.2)	3924 (9.5)	9794 (23.8)	476 (1.2)	13755 (33.4) over SNP	16.7% LAB-SNP
<b>Dundee West</b>	3461 (9.3)	17994 (48.5)	4233 (11.4)	10716 (28.9)	722 (1.9)	7278 (19.6) over SNP	9.8% LAB-SNP
<b>Glasgow Central</b>	2158 (7.1)	15908 (52.0)	5010 (16.4)	5357 (17.5)	2139 (7.0)	10551 (34.5) over SNP	17.25% LAB-SNP
<b>Glasgow East</b>	1453 (4.5)	19797 (61.6)	1617 (5.0)	7957 (24.7)	1340 (4.2)	11840 (36.8) over SNP	18.4% LAB-SNP
<b>Glasgow North</b>	2089 (7.1)	13181 (44.5)	9283 (31.3)	3530 (11.9)	1530 (5.2)	3898 (13.2) over LD 9651 (32.6) over SNP	6.6% LAB-LD 16.3% LAB-SNP
<b>Glasgow North East</b>	1569 (5.3)	20100 (68.3)	2262 (7.7)	4158 (14.1)	1320 (4.5)	15942 (54.2) over SNP	27.1% LAB-SNP
<b>Glasgow North West</b>	3537 (9.9)	19233 (54.1)	5622 (15.8)	5430 (15.3)	1760 (4.9)	13611 (38.7) over LD 13803 (38.8) over SNP	19.35% LAB-LD 19.4% LAB-SNP
<b>Glasgow South</b>	4592 (11.5)	20736 (51.7)	4739 (11.8)	8078 (20.1)	1949 (4.9)	12658 (31.6) over SNP	15.8% LAB-SNP
<b>Glasgow South West</b>	2084 (6.6)	19863 (62.4)	2870 (9.0)	5192 (16.3)	1772 (5.6)	14671 (46.2) over SNP	23.1% LAB-SNP
<b>Motherwell &amp; Wishaw</b>	3660 (9.4)	23910 (61.1)	3840 (9.8)	7104 (18.2)	609 (1.6)	16806 (43.0) over SNP	21.5% LAB-SNP
<b>Paisley &amp; Renfrewshire South</b>	3979 (9.9)	23842 (59.6)	3812 (9.5)	7228 (18.1)	1137 (2.8)	16614 (41.5) over SNP	20.75% LAB-SNP
<b>West Dunbartonshire</b>	3242 (7.7)	25905 (61.3)	3434 (8.1)	8497 (20.1)	1188 (2.8)	17408 (41.2) over SNP	20.6% LAB-SNP
<b>Gordon</b>	9111 (18.7)	9811 (20.1)	17575 (36.0)	10827 (22.2)	1451 (3.0)	6748 (13.8) over SNP	6.9% LD-SNP
<b>Inverness, Nairn, Badenoch &amp; Strathspey</b>	6278 (13.3)	10407 (22.1)	19172 (40.7)	8803 (18.7)	2426 (5.2)	8765 (18.6) over LAB 10369 (22.0) over SNP	9.3% LD-LAB 11.0% LD-SNP