

Lord Ashcroft Polls

General Election 2015
CONSTITUENCY POLLING REPORT

Competitive Con-Lab marginals
March 2015

Methodology

8,002 adults were interviewed by telephone between 26 February and 12 March 2015 in the following constituencies:

COMPETITIVE CON-LAB MARGINALS
City of Chester (1,000: 26 February – 5 March)
Croydon Central (1,000: 3 – 12 March)
Halesowen & Rowley Regis (1,000: 24 February – 5 March)
Nuneaton (1,000: 26 February – 5 March)
Southampton Itchen (1,000: 24 February – 7 March)
South Swindon (1,000: 3 – 12 March)
Wirral West (1,000: 3 – 12 March)
Worcester (1,002: 3 – 12 March)

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)						Lead Oct '14	Lead March '15	Swing since 2010 (on local VI)	Implied result
	Con	Lab	Lib Dem	UKIP	Green	Other	Con	Lab	Lib Dem	UKIP	Green	Other				
City of Chester	34	43	6	12	5	1	34 (-7)	45 (+10)	7 (-12)	10 (+7)	3 (+2)	1 (-1)	1	11	8.5% Con-Lab	Lab gain
Croydon Central	33	41	3	16	6	1	37 (-3)	41 (+7)	3 (-10)	13 (+11)	5 (+4)	1 (-10)	6	4	5.0% Con-Lab	Lab gain
Halesowen & Rowley Regis	36	37	4	18	4	1	37 (-4)	39 (+2)	4 (-11)	15 (+9)	3 (+3)	2 (+1)	1	2	3.0% Con-Lab	Lab gain
Nuneaton	35	38	3	14	8	2	34 (-8)	39 (+2)	4 (-11)	14 (+14)	8 (+8)	1 (-5)	3	5	5.0% Con-Lab	Lab gain
Southampton Itchen	30	35	7	20	8	-	31 (-5)	39 (+2)	7 (-14)	17 (+13)	5 (+4)	-	0*	8	3.5% Con-Lab	Lab hold
South Swindon	36	35	5	19	4	2	37 (-5)	37 (+3)	5 (-13)	16 (+12)	4 (+3)	1 (-)	0**	0	4.0% Con-Lab	Tie
Wirral West	35	42	4	12	6	1	37 (-5)	42 (+6)	5 (-12)	10 (+8)	5 (+5)	1 (-1)	1	5	5.5% Con-Lab	Lab gain
Worcester	38	33	4	15	7	2	40 (-)	34 (+1)	4 (-15)	13 (+10)	7 (+5)	2 (-1)	2	6	0.5% Con-Lab	Con hold

* Southampton Itchen: August 2014

** South Swindon: December 2014

Aggregate battleground results

Data weighted to be representative of the seven Conservative-held seats combined.

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	UKIP	Green	Other	Con	Lab	Lib Dem	UKIP	Green	Other	
Con-Lab	35	39	4	15	6	1	36 (-5)	40 (+5)	5 (-12)	13 (+10)	5	1	5.0% Con-Lab

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

%	ALL VOTERS				Conservative voters			Labour voters			Lib Dem voters			UKIP voters		
	Rule out Cons	Rule out Labour	Rule out Lib Dems	Rule out UKIP	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
Con-Lab	48	41	65	63	74	72	75	80	71	82	46	42	82	65	73	83

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				Conservative voters				Labour voters				Lib Dem voters				UKIP voters			
	Country		Me & family		Country		Me & family		Country		Me & family		Country		Me & family		Country		Me & family	
	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly	Well	Badly
Con-Lab	64	32	67	29	88	10	89	9	62	35	65	32	70	27	79	18	55	43	56	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 VOTERS			Conservative voters			Labour voters			Lib Dem voters			UKIP voters		
	Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC	Satisfied with DC	Prefer DC to EM	Prefer EM to DC
Con-Lab	31	26	30	68	29	1	14	13	68	35	37	20	19	47	21

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?

%	Heard from Conservatives	Heard from Labour	Heard from Lib Dems	Heard from UKIP	None of them
Con-Lab	44	48	10	13	32

Which of the following would you most like to see as the outcome of the next election? A Conservative government, a coalition between the Conservatives and the Liberal Democrats, a coalition between Labour and the Liberal Democrats, or a Labour government?

%	ALL VOTERS					Conservative voters					Labour voters					Lib Dem voters					UKIP voters				
	C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know	C	C-LD	L-LD	L	Don't know
Con-Lab	29	10	11	34	16	81	16	1	1	1	2	1	14	82	1	11	38	40	7	4	32	12	11	25	20

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
City of Chester	69	67	75	84	73	86	47	32	97	73	66	83
Croydon Central	75	74	74	77	69	82	20	57	82	61	71	79
Halesowen & Rowley Regis	74	76	76	80	71	78	43	56	88	64	76	82
Nuneaton	75	74	77	77	74	82	69	40	69	71	74	86
Southampton Itchen	73	74	76	80	69	83	50	37	83	66	70	80
South Swindon	70	65	75	79	70	80	40	39	73	64	72	83
Wirral West	80	75	77	84	76	84	43	46	85	57	78	87
Worcester	77	72	73	82	63	79	62	33	87	63	74	81

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
City of Chester	65	30	69	26
Croydon Central	62	33	64	32
Halesowen & Rowley Regis	61	36	63	34
Nuneaton	62	35	66	29
Southampton Itchen	63	32	67	29
South Swindon	68	29	69	27
Wirral West	65	30	67	27
Worcester	66	31	68	29

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
City of Chester	30	23	33	13
Croydon Central	31	23	32	13
Halesowen & Rowley Regis	31	29	29	11
Nuneaton	32	26	29	12
Southampton Itchen	33	26	28	12
South Swindon	32	28	26	13
Wirral West	30	26	35	9
Worcester	33	27	27	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
City of Chester	53	51	11	17	25
Croydon Central	45	45	5	11	31
Halesowen & Rowley Regis	45	41	7	14	38
Nuneaton	44	57	8	18	28
Southampton Itchen	40	50	9	11	33
South Swindon	30	46	10	10	41
Wirral West	63	56	22	9	22
Worcester	30	43	8	15	39

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
City of Chester	25	10	10	37	17
Croydon Central	28	11	12	35	14
Halesowen & Rowley Regis	31	11	9	35	14
Nuneaton	28	9	10	34	19
Southampton Itchen	26	11	11	35	16
South Swindon	28	11	12	32	17
Wirral West	31	10	9	37	13
Worcester	32	10	14	29	14

Appendix: results at 2010 general election

(%)	Con	Labour	Lib Dem	UKIP	Green	Others	Majority	Swing needed
City of Chester	18995 (40.6)	16412 (35.1)	8930 (19.1)	1225 (2.6)	535 (1.1)	693 (1.5)	2583 (5.5)	2.75% Con-Lab
Croydon Central	19657 (39.5)	16688 (33.5)	6553 (13.2)	997 (2.0)	581 (1.2)	5281 (10.6)	2969 (6.0)	3% Con-Lab
Halesowen & Rowley Regis	18115 (41.2)	16092 (36.6)	6515 (14.8)	2824 (6.4)	-	433 (1.0)	2023 (4.6)	2.3% Con-Lab
Nuneaton	18536 (41.5)	16467 (36.9)	6846 (15.3)	-	-	2797 (6.3)	2069 (4.6)	2.3% Con-Lab
Southampton Itchen	16134 (36.3%)	16326 (36.8%)	9256 (20.8%)	1928 (4.3%)	600 (1.4)	168 (0.4)	192 (0.4%)	0.2% Lab – Con
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
Wirral West	16726 (42.48)	14290 (36.3)	6630 (16.8)	899 (2.3)	-	827 (2.1)	2436 (6.2)	3.1% Con-Lab
Worcester	19358 (39.5)	16376 (33.4)	9525 (19.4)	1360 (2.8)	735 (1.5)	1620 (3.3)	2982 (6.1)	3.05% Con-Lab