

Lord Ashcroft Polls

**General Election 2015
CONSTITUENCY POLLING REPORT**

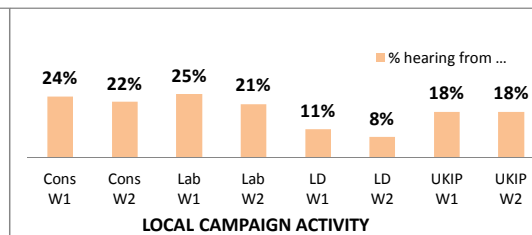
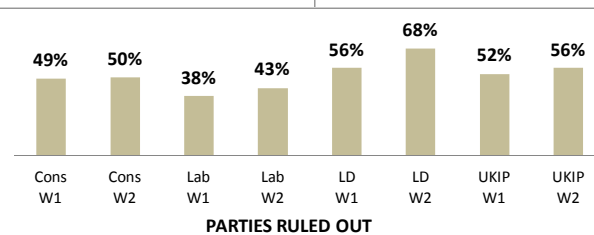
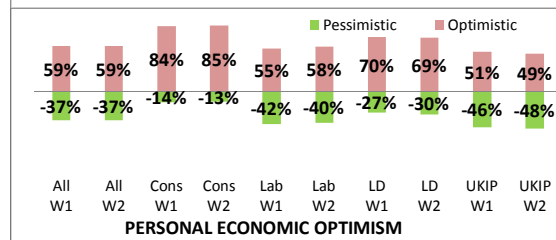
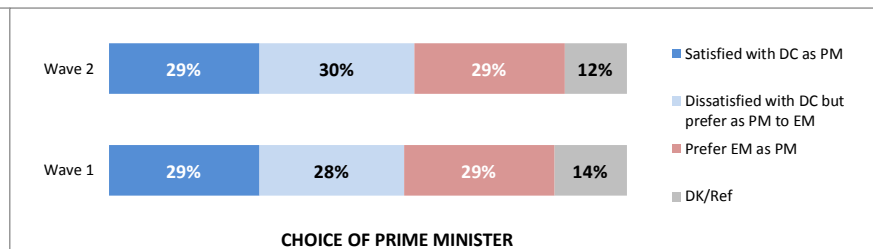
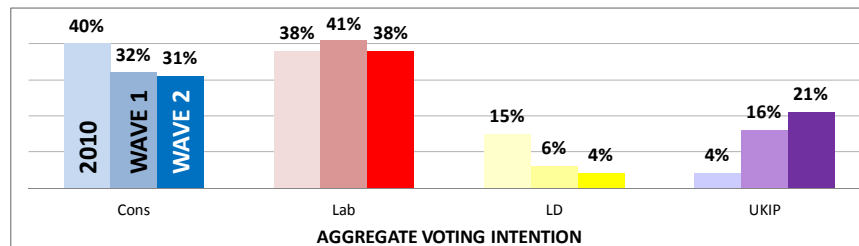
Conservative – held seats with Labour in second place

July 2014

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CONSERVATIVE-LABOUR BATTLEGROUND JULY 2014

	Wave 1: 31/03-27/04/14			Wave 2: 18/06-16/07/14			Implied result
	Lead	Swing	UKIP	Lead	Swing	UKIP	
Amber Valley	14%	8.0%	16%	4%	3.0%	22%	LAB GAIN
Broxtowe	14%	7.5%	13%	9%	5.0%	18%	LAB GAIN
Cardiff North	7%	4.0%	8%	11%	6.0%	12%	LAB GAIN
Hendon	8%	4.0%	11%	15%	7.5%	9%	LAB GAIN
Great Yarmouth	2%	6.0%	28%	5%	2.5%	31%	CON HOLD
Lancaster & Fleetwood	14%	7.5%	12%	14%	7.5%	18%	LAB GAIN
Morecambe & Lunesdale	2%	2.0%	13%	3%	2.5%	18%	LAB GAIN
North Warwickshire	8%	4.0%	15%	11%	5.5%	22%	LAB GAIN
Thanet South	1%	8.0%	27%	0%	8.5%	33%	UKIP GAIN
Thurrock	10%	5.0%	29%	2%	1.0%	36%	UKIP GAIN
Sherwood	12%	6.0%	19%	9%	4.5%	23%	LAB GAIN
Stockton South	7%	4.0%	12%	3%	2.0%	19%	LAB GAIN
Waveney	11%	6.0%	18%	9%	5.0%	22%	LAB GAIN
Wolverhampton SW	13%	7.5%	14%	10%	9.0%	15%	LAB GAIN
BATTLEGROUND SWING	9.0%	5.5%	16%	7.5%	4.5%	21%	



Methodology

14,004 adults were interviewed by telephone between 18 June and 16 July 2014 in the following constituencies:

Amber Valley (1,000: 3 – 12 July)
Broxtowe (1,000: 26 June – 4 July)
Cardiff North (1,000: 18 – 27 June)
Hendon (1,001: 18 – 29 June)
Great Yarmouth (1,000: 11 – 16 July 2014)
Lancaster & Fleetwood (1,000: 26 June – 4 July)
Morecambe & Lunesdale (1,001: 7 – 11 July)
North Warwickshire (1000: 18 – 28 June)
Thanet South (1,000: 11 – 16 July)
Thurrock (1,002: 18 – 26 June)
Sherwood (1,000: 26 June – 4 July)
Stockton South (1,000: 26 June – 4 July)
Waveney (1,000: 7 – 12 July)
Wolverhampton South West (1,000: 7 – 11 July)

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.

The 12 most marginal Conservative-held seats with Labour in second place were selected. In addition, Great Yarmouth and Thanet South were selected as examples of Conservative-Labour marginals in which UKIP are expected to have a strong presence.

These seats were previously polled between 31 March and 27 April 2014.

Voting intention

1. If there were a general election tomorrow, which party would you vote for? Would it be Conservative, Labour, Liberal Democrat, UKIP, Plaid Cymru [*Cardiff North only*] 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 constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election? [*Prompts as at Q1*]

% (change since 2010) (change since May 2014)	Standard voting intention (Q1)					Constituency voting intention (Q2)					Swing since GE (on local VI)	Implied result
	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Other		
Amber Valley	34	35	4	23	5	33 (+3) (-6)	37 (-7) (-)	3 (-3) (-11)	22 (+6) (+20)	5 (+1) (-3)	3% Con-Lab	Lab gain
Broxtowe	31	38	4	19	6	30 (-) (-9)	39 (-5) (+1)	7 (-3) (-10)	18 (+5) (+16)	6 (+3) (+2)	5% Con-Lab	Lab gain
Cardiff North	31	38	5	14	10 [PC 5]	30 (-3) (-8)	41 (+1) (+4)	6 (-4) (-12)	12 (+4) (+10)	11 [PC 7] (+2) (+6)	6% Con-Lab	Lab gain
Hendon	35	45	4	12	5	34 (-2) (-8)	49 (+5) (+7)	4 (-3) (-8)	9 (-2) (+7)	3 (-) (+2)	7.5% Con-Lab	Lab gain
Great Yarmouth	33	28	3	32	5	33 (+1) (-10)	28 (-6) (-5)	3 (-2) (-11)	31 (+3) (+26)	5 (+4) (-)	2.5% Con-Lab	Con hold
Lancaster & Fleetwood	27	39	3	19	13	27 (-2) (-9)	41 (-2) (+6)	4 (-2) (-15)	18 (+6) (+16)	11 (+1) (+4)	7.5% Con-Lab	Lab gain
Morecambe & Lunesdale	32	37	6	21	4	34 (-3) (-8)	37 (-2) (-3)	6 (-1) (-7)	18 (+5) (+14)	6 (+2) (+5)	2.5% Con-Lab	Lab gain
North Warwickshire	30	38	3	24	5	30 (-5) (-10)	41 (-2) (+1)	2 (-1) (-10)	22 (+7) (+19)	4 (-) (-1)	5.5% Con-Lab	Lab gain
Thanet South	30	27	4	32	7	29 (-3) (-19)	29 (-2) (-2)	4 (-3) (-11)	33 (+6) (+27)	5 (+2) (+5)	8.5% Con-Lab 23% Con-UKIP	UKIP gain
Thurrock	25	29	2	37	6	28 (+1) (-9)	30 (-7) (-7)	2 (-2) (-9)	36 (+7) (+29)	4 (+1) (-5)	1% Con-Lab 19% Con-UKIP	UKIP gain
Sherwood	29	40	3	22	6	30 (-1) (-9)	39 (-4) (-)	4 (-1) (-11)	23 (+4) (+20)	6 (+4) (+2)	4.5% Con-Lab	Lab gain
Stockton South	32	38	4	22	4	35 (-1) (-4)	38 (-5) (-)	4 (-1) (-11)	19 (+7) (+16)	4 (+1) (-1)	2% Con-Lab	Lab gain
Waveney	29	35	4	24	9	28 (-2) (-12)	37 (-4) (-2)	3 (-3) (-10)	22 (+4) (+17)	10 (+5) (+7)	5% Con-Lab	Lab gain
Wolverhampton South West	30	44	5	18	4	30 (-3) (-11)	46 (-) (+7)	5 (-) (-11)	15 (+1) (+11)	3 (+1) (+2)	9% Con-Lab	Lab gain

Aggregate battleground results

Data weighted to be representative of the battleground as a whole. (Changes since May 2014) (Changes since 2010)

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

Standard voting intention					Constituency voting intention					Swing since GE (on local VI)
Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Other	
31	37	4	23	6	31 (-1) (-9)	38 (-3) (-)	4 (-2) (-11)	21 (+5) (+17)	6 (+2)	4.5% 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
50 (+4)	43 (+6)	68 (+14)	56 (+4)	72 (+5)	73 (+13)	70 (+5)	76 (-1)	73 (+14)	79 (+8)	57 (+7)	48 (+11)	78 (+9)	69 (+6)	72 (+4)	85 (+8)

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
57 (+1)	40 (-)	59 (-)	37 (-1)	84 (+2)	14 (-2)	85 (+2)	13 (-2)	53 (+4)	45 (-3)	58 (+5)	40 (-4)	69 (-)	30 (+1)	69 (+4)	30 (-3)	49 (-3)	49 (+4)	49 (-3)	48 (+3)

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
29 (-1)	30 (+1)	29 (-)	65 (+2)	32 (-1)	2 (-)	16 (+1)	16 (+1)	64 (-1)	33 (-1)	41 (+3)	19 (-5)	17 (-2)	48 (+2)	25 (-3)

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
22 (+3)	21 (+5)	8 (+4)	18 (+11)

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
29	9	10	36	16	84	12	1	2	1	2	1	14	82	1	6	43	36	11	5	32	10	8	31	20
+3	-2	-1	+2	-2	+6	-5	-	-	-1	-	-	-	+2	-1	-2	+3	-	+2	-1	+1	-3	-2	+5	-

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
Amber Valley	66	72	57	81	76	86	49	57	76	77	69	87
Broxtowe	73	70	71	72	70	84	68	27	96	66	73	83
Cardiff North	70	68	75	82	76	85	44	45	82	61	78	87
Hendon	59	71	75	69	64	80	62	47	84	77	68	86
Great Yarmouth	71	73	70	78	73	74	56	51	56	65	69	78
Lancaster & Fleetwood	82	76	64	80	75	86	51	54	81	65	69	89
Morecambe & Lunesdale	76	73	66	82	68	76	64	50	79	66	76	81
North Warwickshire	71	70	67	75	79	77	45	47	75	74	73	86
Thanet South	79	68	70	78	71	80	71	46	86	69	76	84
Thurrock	69	81	69	71	82	74	48	45	60	72	77	91
Sherwood	84	77	70	74	77	76	60	67	61	62	70	88
Stockton South	74	76	71	77	72	78	63	42	77	76	70	88
Waveney	75	78	77	79	74	78	38	53	80	70	68	88
Wolverhampton South West	73	74	75	71	70	76	64	45	78	62	66	79

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
Amber Valley	55 (+2)	41 (-2)	55 (-1)	41 (+2)
Broxtowe	61 (-1)	36 (+2)	62 (-1)	35 (-2)
Cardiff North	60 (-)	38 (+2)	64 (-)	33 (-)
Hendon	61 (-4)	36 (+4)	64 (-1)	34 (+3)
Great Yarmouth	54 (-)	42 (+1)	59 (+1)	38 (+1)
Lancaster & Fleetwood	56 (+1)	41 (+1)	56 (-2)	41 (+4)
Morecambe & Lunesdale	56 (-1)	40 (+1)	61 (+3)	35 (-3)
North Warwickshire	55 (-1)	42 (+2)	59 (+3)	36 (-4)
Thanet South	56 (-2)	41 (+2)	57 (-2)	39 (+1)
Thurrock	52 (+2)	44 (-2)	56 (+3)	39 (-4)
Sherwood	58 (+5)	39 (-5)	62 (+7)	35 (-7)
Stockton South	57 (-)	40 (-1)	56 (-1)	40 (-)
Waveney	56 (-)	41 (+1)	61 (+4)	36 (-3)
Wolverhampton South West	56 (-)	41 (-)	59 (-)	37 (+1)

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
Amber Valley	28 (-)	29 (+2)	29 (-1)	14 (-)
Broxtowe	29 (-1)	30 (-2)	31 (+2)	10 (+1)
Cardiff North	31 (+4)	30 (+2)	30 (-2)	9 (-4)
Hendon	31 (-4)	30 (+3)	29 (+2)	9 (-)
Great Yarmouth	31 (+1)	28 (+1)	27 (-)	15 (-1)
Lancaster & Fleetwood	27 (-1)	24 (-1)	36 (+2)	13 (-)
Morecambe & Lunesdale	29 (-4)	29 (+4)	31 (+1)	11 (-2)
North Warwickshire	28 (-1)	30 (-)	28 (+2)	15 (-1)
Thanet South	31 (+1)	33 (+3)	27 (+1)	10 (-4)
Thurrock	26 (-)	36 (+3)	26 (+1)	13 (-4)
Sherwood	30 (+3)	29 (+1)	28 (-3)	13 (-1)
Stockton South	28 (-1)	31 (-1)	31 (-1)	11 (+2)
Waveney	31 (-1)	30 (+2)	28 (+3)	11 (+4)
Wolverhampton South West	32 (+2)	25 (+5)	29 (-)	14 (+2)

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
Amber Valley	20 (-2)	21 (+8)	9 (+6)	16 (+9)	66 (+1)
Broxtowe	20 (+1)	21 (+6)	11 (+3)	16 (+4)	60 (-2)
Cardiff North	31 (+5)	27 (+9)	12 (+4)	16 (+13)	49 (-4)
Hendon	28 (+3)	38 (+13)	12 (+7)	20 (+14)	47 (-8)
Great Yarmouth	16 (+1)	14 (-3)	5 (+3)	16 (+3)	70 (+5)
Lancaster & Fleetwood	17 (-)	18 (+3)	6 (+3)	16 (+12)	68 (-3)
Morecambe & Lunesdale	16 (+1)	11 (+6)	4 (-2)	13 (+6)	73 (-2)
North Warwickshire	27 (+8)	27 (+15)	8 (+6)	21 (+18)	58 (-14)
Thanet South	10 (+5)	11 (+2)	4 (+1)	18 (+7)	74 (-4)
Thurrock	26 (+13)	25 (+14)	9 (+6)	31 (+22)	54 (-19)
Sherwood	32 (+13)	21 (+2)	7 (+4)	22 (+19)	52 (-11)
Stockton South	38 (+5)	22 (+5)	9 (+1)	18 (+10)	49 (-4)
Waveney	14 (+2)	13 (-7)	3 (+1)	11 (+4)	75 (+7)
Wolverhampton South West	17 (-4)	21 (-2)	8 (+4)	17 (+9)	66 (+8)

Preferred election result

7. 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?

%	Conservative government	Con-Lib Dem coalition	Lab-Lib Dem coalition	Labour government	Don't know
Amber Valley	29 (-4)	8 (-2)	8 (-1)	39 (+4)	17 (-4)
Broxtowe	30 (+2)	8 (-2)	11 (-1)	33 (-1)	18 (+1)
Cardiff North	29 (+4)	11 (-4)	12 (+1)	36 (+2)	13 (-2)
Hendon	28 (-)	8 (-4)	13 (+1)	39 (+4)	13 (-1)
Great Yarmouth	29 (+3)	9 (-2)	9 (-1)	33 (+2)	19 (-3)
Lancaster & Fleetwood	26 (+2)	7 (-3)	11 (-1)	39 (+5)	17 (-3)
Morecambe & Lunesdale	31 (+4)	10 (+1)	10 (-1)	35 (+1)	14 (-4)
North Warwickshire	28 (-)	7 (-3)	9 (-2)	35 (-3)	21 (+2)
Thanet South	33 (+4)	9 (-2)	11 (-2)	30 (+2)	17 (-2)
Thurrock	29 (-)	9 (-2)	7 (-6)	33 (+5)	22 (+3)
Sherwood	28 (+5)	9 (-2)	7 (-4)	39 (+10)	17 (-)
Stockton South	29 (+4)	7 (-4)	8 (-3)	41 (+4)	14 (-1)
Waveney	31 (+5)	9 (-2)	10 (-)	33 (+2)	16 (-6)
Wolverhampton South West	27 (-1)	8 (-1)	10 (-2)	40 (+4)	15 (-1)

Appendix: results at 2010 general election

	Con	Lab	Lib Dem	UKIP	Others	Majority	Swing needed
Amber Valley	17446 (38.6%)	17210 (37.4%)	6636 (14.4%)	906 (2.0%)	3460 (7.6%)	536 (1.2%)	0.6% Con – Lab
Broxtowe	20585 (39.0%)	20196 (38.3%)	8907 (16.9%)	1194 (2.3%)	1845 (3.5%)	389 (0.7%)	0.35% Con – Lab
Cardiff North	17860 (37.5%)	17666 (37.1%)	8724 (18.3%)	1130 (2.4%)	2250 (4.7%)	194 (0.4%)	0.2% Con – Lab
Hendon	19635 (42.3%)	19529 (42.1%)	5734 (12.4%)	958 (2.1%)	518 (1.1%)	106 (0.2%)	0.1% Con – Lab
Great Yarmouth	18571 (43.1%)	14295 (33.2%)	6188 (14.4%)	2066 (4.8%)	1937 (4.5%)	4276 (9.9%)	4.95% Con – Lab
Lancaster & Fleetwood	15404 (36.1%)	15071 (35.3%)	8167 (19.1%)	1020 (2.4%)	3039 (7.1%)	333 (0.8%)	0.4% Con – Lab
Morecambe & Lunesdale	18035 (41.5%)	17169 (39.5%)	5791 (13.3%)	1843 (4.2%)	598 (1.4%)	866 (2.0%)	1.0% Con – Lab
North Warwickshire	18993 (40.2%)	18939 (40.1%)	5481 (11.6%)	1335 (2.8%)	2517 (5.4%)	54 (0.1%)	0.05% Con – Lab
Thanet South	22043 (48%)	14426 (31.4%)	6935 (15.1%)	2529 (5.5%)	–	7617 (16.6%)	8.3% Con – Lab
Thurrock	16869 (36.8%)	16777 (36.6%)	4901 (10.7%)	3390 (7.4%)	3884 (8.5%)	92 (0.2%)	0.1% Con – Lab
Sherwood	19211 (39.2%)	18997 (38.8%)	7283 (14.9%)	1490 (3.0%)	1973 (4.0%)	214 (0.4%)	0.2% Con – Lab
Stockton South	19577 (38.9%)	19245 (38.3%)	7600 (15.1%)	1471 (2.9%)	2391 (4.8%)	332 (0.7%)	0.35% Con – Lab
Waveney	20571 (40.2%)	19802 (38.7%)	6811 (13.3%)	2684 (5.2%)	1273 (2.5%)	769 (1.5%)	0.75% Con – Lab
Wolverhampton South West	16344 (40.7%)	15653 (39.0%)	6430 (16.0%)	1487 (3.7%)	246 (0.6%)	691 (1.7%)	0.85% Con – Lab