

Lord Ashcroft Polls

**General Election 2015**

**CONSTITUENCY POLLING REPORT**

Wider Conservative-Labour battleground

**August 2014**

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# Methodology

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12,005 adults were interviewed by telephone between 11 July and 11 August 2014 in the following constituencies:

<b>Bedford</b> (1,000: 23 – 30 July)
<b>Carlisle</b> (1,001: 11 – 16 July)
<b>Dewsbury</b> (1,000: 15 – 23 July)
<b>Lincoln</b> (1,000: 14 – 21 July)
<b>Plymouth Sutton &amp; Devonport</b> (1,003: 15 – 23 July)
<b>Stroud</b> (1,000: 11 – 16 July)
<b>Warrington South</b> (1,000: 22 – 31 July)
<b>Weaver Vale</b> (1,001: 14 – 22 July)
<b>Birmingham Edgbaston</b> (1,000: 31 July – 11 August)
<b>Bolton West</b> (1,000: 23 – 31 July)
<b>Hampstead &amp; Kilburn</b> (1,000: 23 July – 3 August)
<b>Southampton Itchen</b> (1,000: 31 July – 11 August)

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).

The eight Conservative seats selected were the next most marginal to those previously polled (results published in May and July 2014). The four Labour seats are those with the closest results from the Labour seats previously polled (results published in May 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, 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		
Bedford	30	39	9	17	6	28 (-11)	38 (+2)	14 (-6)	15 (+12)	5 (+2)	6.5% Con-Lab	Lab gain
Carlisle	29	41	5	20	6	30 (-9)	41 (+4)	5 (-11)	18 (+16)	6 (-)	6.5% Con-Lab	Lab gain
Dewsbury	29	40	4	20	7	30 (-5)	40 (+8)	4 (-13)	18 (+18)	9 (-7)	6.5% Con-Lab	Lab gain
Lincoln	33	37	5	18	7	35 (-3)	39 (+4)	6 (-14)	17 (+15)	4 (-1)	3.5% Con-Lab	Lab gain
Plymouth Sutton & Devonport	28	39	4	21	9	26 (-8)	39 (+7)	6 (-19)	21 (+14)	9 (+6)	7.5% Con-Lab	Lab gain
Stroud	33	34	8	13	12	30 (-11)	41 (+2)	6 (-9)	11 (+9)	11 (+8)	6.5% Con-Lab	Lab gain
Warrington South	35	38	8	16	4	29 (-7)	37 (+4)	15 (-13)	15 (+12)	3 (+2)	5.5% Con-Lab	Lab gain
Weaver Vale	30	44	5	17	4	32 (-7)	41 (+5)	6 (-13)	18 (+16)	3 (-1)	6.0% Con-Lab	Lab gain
Birmingham Edgbaston	30	44	4	14	7	29 (-9) (-4)	48 (+7) (+4)	3 (-12) (-2)	12 (+10) (-1)	6 (+1) (+1)	8.0% Con-Lab	Lab hold
Bolton West	30	40	6	22	3	27 (-10) (-1)	40 (+1) (-1)	8 (-9) (-2)	21 (+17) (+4)	4 (+2) (+1)	5.5% Con-Lab	Lab hold
Hampstead & Kilburn	32	48	10	3	8	30 (-3) (-)	47 (+14) (+6)	13 (-18) (-6)	2 (+1) (-1)	7 (+5) (+1)	8.5% Con-Lab	Lab hold
Southampton Itchen	33	33	9	20	5	34 (-2) (+6)	34 (-3) (-2)	10 (-11) (-2)	19 (+15) (-1)	4 (+2) (-)	0.5% Lab-Con	Tie

# 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	
Con-held seats	31	39	6	18	6	30	40	8	17	6	6.5% Con-Lab
Lab-held seats	31	42	7	14	6	30	43	9	13	5	5.5% 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
C seats	50	42	63	59	72	67	70	78	71	80	52	53	82	69	70	81
L seats	52	37	61	65	71	66	75	79	69	84	55	37	79	64	72	78

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
C seats	58	39	61	36	86	13	87	12	54	44	57	41	69	29	74	25	47	51	50	48
L seats	62	35	63	34	86	12	86	12	56	41	59	39	72	25	73	27	53	46	54	45

## 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
C seats	29	29	31	65	31	2	13	17	66	36	39	20	17	48	24
L seats	30	27	33	66	32	1	15	16	66	39	34	24	19	47	24

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
Con seats	16	16	8	11
Lab seats	21	21	10	8

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
C seats	27	10	11	36	15	82	15	1	1	1	2	1	13	82	1	10	41	41	5	3	30	11	10	32	18
L seats	25	10	13	37	14	80	15	1	2	2	2	2	17	78	2	5	34	41	12	8	30	15	10	28	18

# 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
Bedford	76	65	65	76	62	84	55	61	75	64	69	73
Carlisle	76	72	72	79	71	73	67	60	81	72	64	83
Dewsbury	73	74	62	73	70	77	41	43	80	63	67	77
Lincoln	70	72	78	73	70	77	41	39	88	69	79	80
Plymouth Sutton & Devonport	66	59	66	77	73	79	47	50	73	68	69	83
Stroud	70	70	70	82	66	83	53	60	98	71	67	87
Warrington South	74	58	74	80	74	85	58	53	85	66	68	83
Weaver Vale	74	65	72	85	81	83	47	46	64	72	72	85
Birmingham Edgbaston	68	70	72	76	74	83	42	32	69	58	71	83
Bolton West	68	65	72	82	77	81	61	54	72	71	73	79
Hampstead & Kilburn	72	66	82	83	64	89	54	31	81	61	80	82
Southampton Itchen	71	67	70	78	63	74	56	35	84	64	68	74

# 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?

% (change since May 2014)	For the country as a whole		For me and my family	
	Well	Badly	Well	Badly
Bedford	58	38	63	34
Carlisle	54	44	58	40
Dewsbury	55	42	60	38
Lincoln	59	38	62	35
Plymouth Sutton & Devonport	56	42	58	38
Stroud	65	33	65	32
Warrington South	62	36	64	33
Weaver Vale	56	40	60	37
Birmingham Edgbaston	60 (+1)	38 (-)	58 (-5)	41 (+8)
Bolton West	60 (+5)	36 (-5)	61 (+4)	36 (-3)
Hampstead & Kilburn	66 (-1)	30 (+1)	69 (-3)	27 (+2)
Southampton Itchen	60 (+1)	36 (-1)	66 (+6)	30 (-6)

# 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.

% (change since May 2014)	Satisfied with Cameron	Dissatisfied, but prefer Cameron to Miliband	Dissatisfied and prefer Miliband	Refused / Don't Know
Bedford	28	30	31	11
Carlisle	27	31	29	13
Dewsbury	26	28	33	14
Lincoln	33	28	30	9
Plymouth Sutton & Devonport	30	28	29	13
Stroud	31	30	29	10
Warrington South	31	27	30	12
Weaver Vale	29	26	33	12
Birmingham Edgbaston	29 (+3)	27 (-1)	35 (+3)	9 (-5)
Bolton West	27 (+1)	29 (+3)	33 (+1)	10 (-5)
Hampstead & Kilburn	30 (-)	24 (-2)	38 (+7)	8 (-4)
Southampton Itchen	32 (+1)	30 (+3)	26 (-)	12 (-4)



## 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?

% (change since May 2014)	From Cons	From Labour	From Lib Dems	From UKIP	From none
Bedford	17	17	17	9	62
Carlisle	18	20	9	18	65
Dewsbury	13	15	6	8	74
Lincoln	13	17	4	11	71
Plymouth Sutton & Devonport	11	15	3	12	74
Stroud	14	12	5	13	74
Warrington South	26	18	16	6	55
Weaver Vale	22	17	5	14	62
Birmingham Edgbaston	21 (-29)	28 (-22)	5 (-9)	8 (-27)	58 (+33)
Bolton West	14 (-8)	17 (-19)	8 (-7)	10 (-2)	68 (+21)
Hampstead & Kilburn	21 (-21)	23 (-11)	20 (-18)	6 (-)	57 (+25)
Southampton Itchen	27 (-2)	17 (-11)	7 (-2)	10 (-21)	59 (+21)

# 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?

% (change since May 2014)	Conservative government	Con-Lib Dem coalition	Lab-Lib Dem coalition	Labour government	Don't know
Bedford	27	10	14	34	15
Carlisle	29	9	9	37	16
Dewsbury	26	10	11	38	16
Lincoln	28	10	11	35	16
Plymouth Sutton & Devonport	26	9	7	42	17
Stroud	31	11	12	32	13
Warrington South	28	11	11	34	16
Weaver Vale	26	10	10	40	14
Birmingham Edgbaston	25 (+1)	11 (-)	12 (-1)	41 (+5)	11 (-5)
Bolton West	25 (+2)	9 (-3)	10 (-)	39 (+4)	17 (-3)
Hampstead & Kilburn	24 (-1)	10 (-4)	18 (-1)	37 (+7)	12 (-)
Southampton Itchen	27 (+1)	12 (+1)	13 (+2)	32 (-)	16 (+4)

## Appendix: results at 2010 general election

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	Con	Lab	Lib Dem	UKIP	Others	Majority	Swing needed
<b>Bedford</b>	17546 (38.9%)	16193 (35.9%)	8957 (19.9%)	1136 (2.5%)	1270 (2.8%)	1353 (3.0%)	1.5% Con-Lab
<b>Carlisle</b>	16589 (39.3%)	15736 (37.3%)	6567 (15.6%)	969 (2.3%)	2339 (5.5%)	853 (2.0%)	1.0% Con-Lab
<b>Dewsbury</b>	18898 (35.0%)	17372 (32.2%)	9150 (16.9%)	-	8588 (15.9%)	1526 (2.8%)	1.4% Con-Lab
<b>Lincoln</b>	17163 (37.5%)	16105 (35.2%)	9256 (20.2%)	1004 (2.2%)	2193 (4.8%)	1058 (2.3%)	1.15% Con-Lab
<b>Plymouth Sutton &amp; Devonport</b>	15050 (34.3%)	13901 (31.7%)	10829 (24.7%)	2854 (6.5%)	1260 (2.9%)	1149 (2.6%)	1.3% Con-Lab
<b>Stroud</b>	23679 (40.8%)	22380 (38.6%)	8955 (15.4%)	1301 (2.2%)	1658 (2.9%)	1299 (2.2%)	1.1% Con-Lab
<b>Warrington South</b>	19641 (35.8%)	18088 (33.0%)	15094 (27.5%)	1624 (3.0%)	427 (0.8%)	1553 (2.8%)	1.4% Con-Lab
<b>Weaver Vale</b>	16953 (38.5%)	15962 (36.3%)	8196 (18.6%)	1018 (2.3%)	1861 (4.2%)	991 (2.3%)	1.15% Con-Lab
<b>Birmingham Edgbaston</b>	15620 (37.6%)	16894 (40.6%)	6387 (15.4%)	732 (1.8%)	1938 (4.7%)	1274 (3.1%)	1.55% Lab – Con
<b>Bolton West</b>	18235 (38.3%)	18327 (38.5%)	8177 (17.2%)	1901 (4.0%)	936 (1.9%)	92 (0.2%)	0.1% Lab – Con
<b>Hampstead &amp; Kilburn</b>	17290 (32.7%)	17332 (32.8%)	16491 (31.2%)	408 (0.8%)	1301 (2.4%)	42 (0.1%)	0.05% Lab – Con
<b>Southampton Itchen</b>	16134 (36.3%)	16326 (36.8%)	9256 (20.8%)	1928 (4.3%)	768 (1.8%)	192 (0.4%)	0.2% Lab – Con