

LORD ASHCROFT POLL OF MARGINAL CONSERVATIVE SEATS

August 2011

13,100 telephone interviews were conducted in the following constituencies between 1-28 August 2011. 300 interviews were conducted in seats where Labour were second at the 2010 general election ('Labour targets'); 400 where the Liberal Democrats were second ('Lib Dem targets'). Results were weighted by to be representative of the seats selected. They were also weighted by turnout and past vote.

Labour targets: Amber Valley, Bedford, Brentford & Isleworth, Brighton Kemptown, Broxtowe, Bury North, Cardiff North, Carlisle, Corby, Dewsbury, Enfield North, Gloucester, Halesowen & Rowley Regis Hastings & Rye, Hendon, Hove, Ipswich, Lancaster & Fleetwood, Lincoln, Morecambe & Lunesdale, Northampton North, North Warwickshire, Nuneaton, Plymouth Sutton & Devonport, Pudsey, Sherwood, Stockton South, Stroud, Thurrock, Waveney, Warrington South, Weaver Vale, Wolverhampton South West

Lib Dem targets: Camborne & Redruth, Harrogate & Knaresborough, Montgomeryshire, Newton Abbot, Oxford West & Abingdon, St Albans, Truro & Falmouth, Watford

In addition, a nationally representative 1,500-sample poll was conducted online between 19-24 August 2011.

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

	National	Labour targets	Lib Dem targets
Conservative	37%	36%	41%
Labour	37%	44%	26%
Liberal Democrat	11%	7%	18%
Other	15%	13%	15%

2. And thinking about your own constituency and the parties 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?

	Labour targets	Lib Dem targets
Conservative	35%	39%
Labour	44%	19%
Liberal Democrat	12%	31%
Other	9%	11%

3. Which of the following do you think would make the best Prime Minister?

	National	Labour targets	Lib Dem targets
David Cameron	42%	39%	45%
Ed Miliband	27%	29%	20%
Nick Clegg	10%	10%	13%
None of them/Don't know	21%	22%	22%

4. I am going to read out some words and phrases that have been used about the political parties. Regardless of which party you would vote for, please say in each case whether you think the word or phrase is true or is not true of the Labour Party/the Conservative Party/the Liberal Democrats.

	National			Labour targets			Lib Dem targets		
	Con	Lab	LD	Con	Lab	LD	Con	Lab	LD
Shares my values	35%	42%	33%	34%	42%	33%	37%	35%	41%
Clear about what they stand for	48%	42%	28%	46%	43%	27%	50%	39%	32%
Willing to take tough decisions for the long term	59%	38%	34%	61%	39%	34%	64%	33%	40%
Competent and capable	43%	35%	24%	42%	38%	24%	46%	30%	30%
Will do what they say	35%	33%	21%	32%	33%	19%	35%	28%	24%
On the side of ordinary people	27%	45%	36%	27%	46%	34%	31%	39%	42%

5. Which of the following issues do you think is the most important facing Britain? And which is the second most important? And which is the third most important? [Proportions mentioning issue in top three]

	National	Labour targets	Lib Dem targets
1	The economy & jobs (66%)	The economy & jobs (64%)	The economy & jobs (64%)
2	The NHS (44%)	The NHS (47%)	The NHS (45%)
3	Controlling immigration (38%)	Controlling immigration (38%)	Controlling immigration (35%)
4	The deficit & the debt (32%)	Education (33%)	The deficit & the debt (35%)
5	Education (32%)	The deficit & the debt (31%)	Education (35%)
6	Crime (29%)	Crime (26%)	Crime (22%)
7	Cutting welfare dependency (20%)	Defence & Britain's security (19%)	Defence & Britain's security (20%)
8	Defence & Britain's security (16%)	Cutting welfare dependency (17%)	Cutting welfare dependency (17%)
9	Europe (13%)	Europe (14%)	Europe (14%)
10	The environment (10%)	The environment (10%)	The environment (13%)

6. Which of the main parties would do the best job in dealing with each of the following issues?

	National			Labour targets			Lib Dem targets		
	Con	Lab	LD	Con	Lab	LD	Con	Lab	LD
The economy & jobs	37%	43%	8%	36%	43%	8%	41%	32%	13%
The NHS	23%	52%	13%	24%	53%	11%	26%	42%	17%
Controlling immigration	52%	18%	10%	50%	21%	9%	53%	14%	12%
The deficit & the debt	53%	25%	8%	53%	26%	7%	57%	18%	10%
Education	30%	43%	15%	29%	44%	14%	34%	32%	21%
Crime	47%	30%	8%	43%	34%	7%	49%	23%	10%
Cutting welfare dependency	57%	21%	8%	57%	23%	7%	60%	15%	10%
Defence & Britain's security	45%	33%	6%	42%	36%	6%	47%	27%	11%
Europe	42%	29%	10%	41%	30%	10%	44%	22%	15%
The environment	18%	26%	40%	19%	28%	36%	19%	18%	48%

7. Thinking about the government's proposed cuts in public spending, which of the following statements comes closest to your view?

	National	Labour targets	Lib Dem targets
The cuts are too deep and are being made too quickly	48%	49%	42%
The cuts are necessary and unavoidable and are the right thing for the economy	40%	37%	44%
The cuts do not go far enough – the govt should do more to reduce spending	10%	12%	13%

8. Thinking about Britain's economy, which of the following comes closest to your view?

	National	Labour targets	Lib Dem targets
Although things are difficult now, the right decisions are being made and things will improve significantly over the next three or four years	46%	45%	50%
In three or four years' time, the economy will be no better, or even worse than it is now	51%	52%	46%

9. Overall, would you say Britain is going in the right direction, or the wrong direction?

	National	Labour targets	Lib Dem targets
Right direction	47%	45%	53%
Wrong direction	49%	50%	43%

10. Would you say you were moving towards or away from the Conservative Party/the Labour Party/the Liberal Democrats?

	National	Labour targets	Lib Dem targets
Towards the Conservatives	37%	34%	40%
Away from the Conservatives	56%	58%	51%
<i>Net Towards – Away</i>	<i>-19%</i>	<i>-24%</i>	<i>-11%</i>
Towards Labour	33%	36%	26%
Away from Labour	59%	56%	65%
<i>Net Towards – Away</i>	<i>-26%</i>	<i>-20%</i>	<i>-39%</i>
Towards the Liberal Democrats	25%	22%	31%
Away from the Liberal Democrats	65%	67%	59%
<i>Net Towards – Away</i>	<i>-40%</i>	<i>-45%</i>	<i>-28%</i>

11. I'd like to ask about how much contact you have had from the main political parties over the last few months. Can you remember whether the Conservative Party/Labour Party/Liberal Democrats have...?

	Labour targets			Lib Dem targets		
	Con	Lab	LD	Con	Lab	LD
Knocked on your door	13%	16%	8%	16%	9%	21%
Telephoned you	4%	6%	1%	4%	2%	5%
Delivered leaflets or newspapers to your home	45%	47%	36%	47%	35%	54%
Sent you a personally addressed letter	21%	21%	10%	23%	11%	26%
Held street stalls or similar in the local area	8%	11%	6%	10%	5%	10%