



Canolfan Llywodraethiant Cymru

Wales Governance Centre

CARDIFF
UNIVERSITY

PRIFYSGOL
CAERDYDD

General Election 2015

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23rd March 2015

Outline of Session

1. Introduction
2. General Election 2015: the Background
3. The Current Polling Evidence
4. The Electoral Battleground
5. Q & A

The Background, 1

- Long history of Labour dominance in general elections in Wales: **19 successive elections** with most votes and majority of seats
- 2010 general election: Labour dominance dented, but not over-turned:
 - Lowest Labour vote share since 1918
 - BUT still won 26 of 40 seats

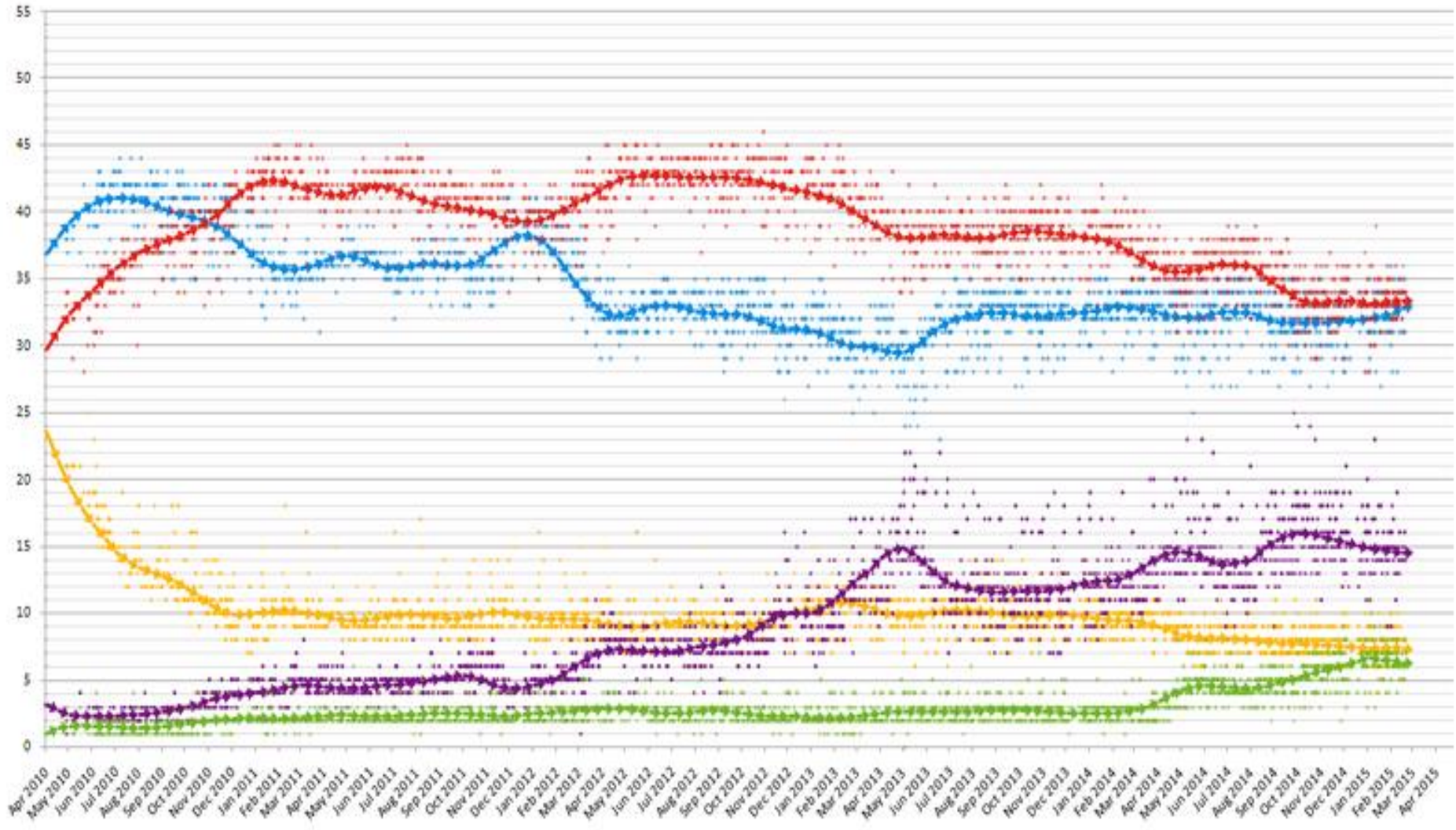
2010: Results in Wales (change on 2005)

Party	% Vote	Seats
Labour	36.2 (-6.5)	26 (-3)
Conservative	26.1 (+4.7)	8 (+5)
Lib-Dems	20.1 (+1.7)	3 (-1)
Plaid Cymru	11.3 (-1.3)	3
UKIP	2.4 (+1.0)	0
Others	3.8 (+0.2)	0 (-1)

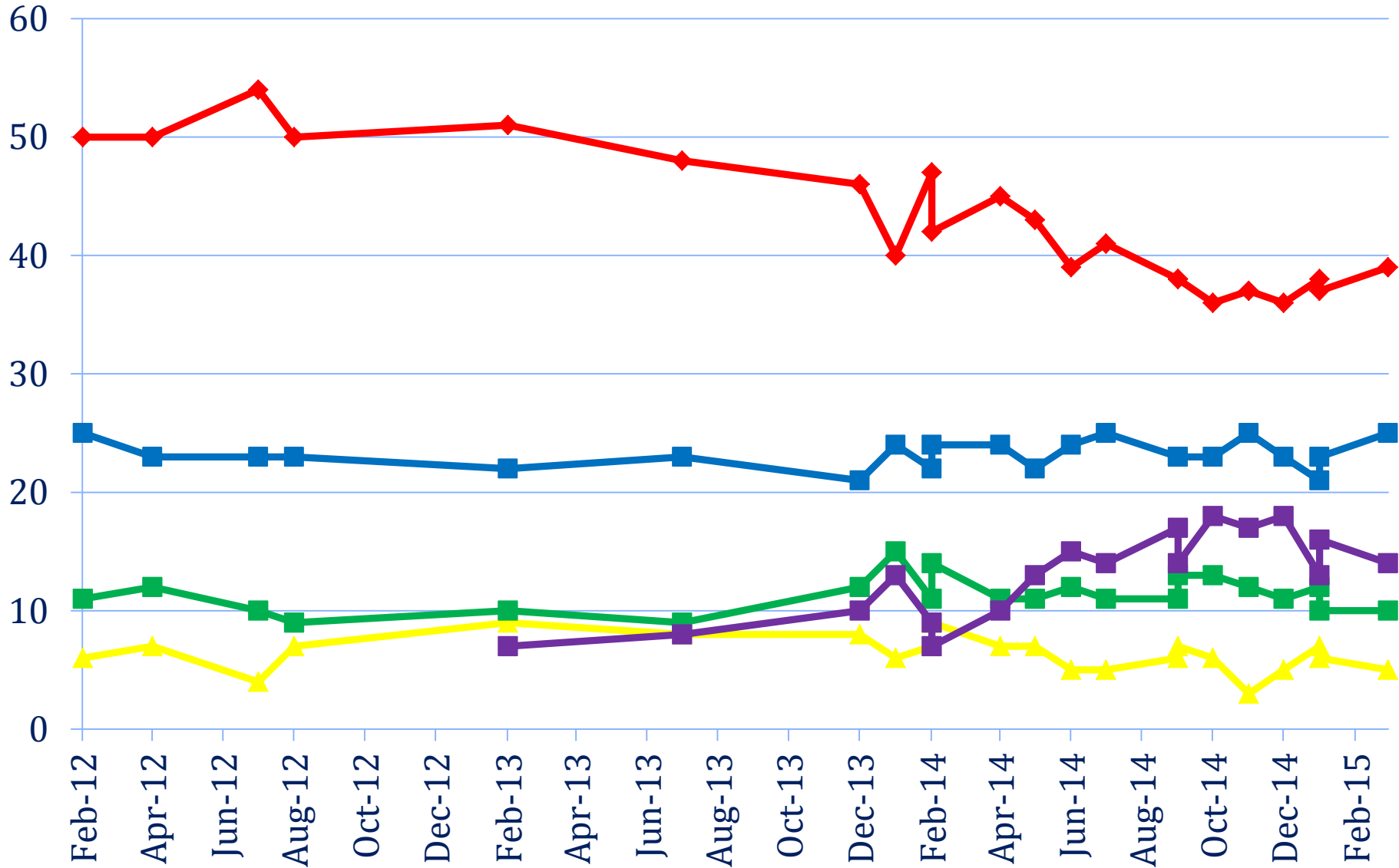
The Background, 2: 2010-2015

- Several Major Electoral Tests Since 2010:
 - National Assembly Election 2011
 - Local Elections 2012 (2013 Ynys Môn)
 - European Election 2014
- Major Trends in Opinion Polls:
 - GB-wide polls
 - Welsh polls

UK Polls, 2010-15



Welsh Polls, 2012-2015



Immediate Context: Current Polling Evidence

- Current UK Polls
- Current Welsh Polls
- Ashcroft Constituency Polls in Wales
- New Evidence:
 - Standing of Party Leaders in Wales
 - Impact of campaigns so far

Latest GB Poll of Polls (May2015.com)

Party	% (change on 2010)
Labour	34.0 (+4.3)
Conservative	32.8 (-4.1)
Lib-Dems	8.4 (-15.2)
UKIP	14.9 (+11.6)
Greens	5.0 (+3.9)
Others	4.9 (-0.5)

Latest Welsh Poll (March Barometer)

Party	% (change on 2010)	UNS Seats
Labour	39 (+3)	28
Conservative	25 (-1)	8
Lib-Dems	5 (-15)	1
Plaid	10 (-1)	3
UKIP	14 (+12)	0
Greens	6 (+6)	0
Others	1 (-)	0

Ashcroft Constituency Polls

- Lord Ashcroft has conducted full-scale polls in five Welsh constituencies:
 - **Cardiff North** (April 2014, July 2014)
 - **Cardiff Central** (September 2014)
 - **Brecon & Radnor** (November 2014)
 - **Carmarthen West & South Pembs** (Dec 2014)
 - **Vale of Glamorgan** (February 2015)
- Polls have asked both 'standard' Vote Intention question as well as a constituency-specific one

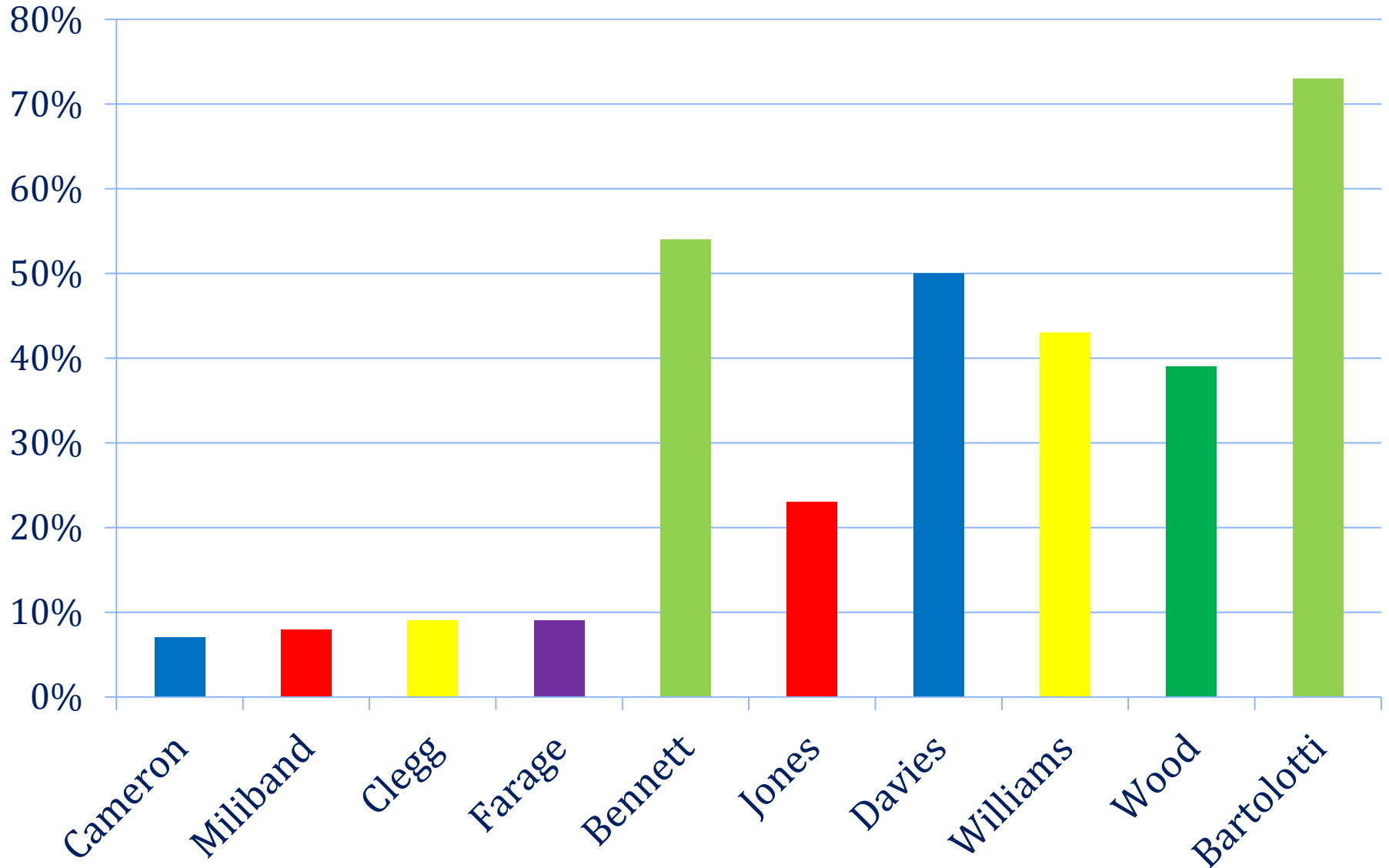
Ashcroft: Constituency Results (Change on 2010)

Seat	Labour	Cons	LibDems	Plaid	UKIP	Greens
Cardiff North (July)	41% (+4)	30% (-8)	6% (-12)	8% (+5)	12% (+10)	3% (+2)
Cardiff Central	36% (+7)	17% (-5)	24% (-17)	9% (+6)	9% (+7)	5% (+3)
Brecon & Radnor	15% (+5)	27% (-9)	31% (-15)	8% (+6)	17% (+15)	2% (+1)
Carmarthen West & South Pembrokeshire	29% (-4)	33% (-8)	4% (-12)	16% (+6)	14% (+11)	3% (+3)
Vale of Glamorgan	32% (-1)	38% (-4)	4% (-11)	12% (+6)	10% (+7)	3% (+2)

The Party Leaders in Wales

- Recent Welsh Political Barometer repeated previous question: asking people to evaluate party leaders on a 0-10 Like/Dislike scale
- Asked for all main UK and Welsh Party Leaders
- Can use to probe both **Visibility** and **Popularity**

Visibility: % 'Don't Know'

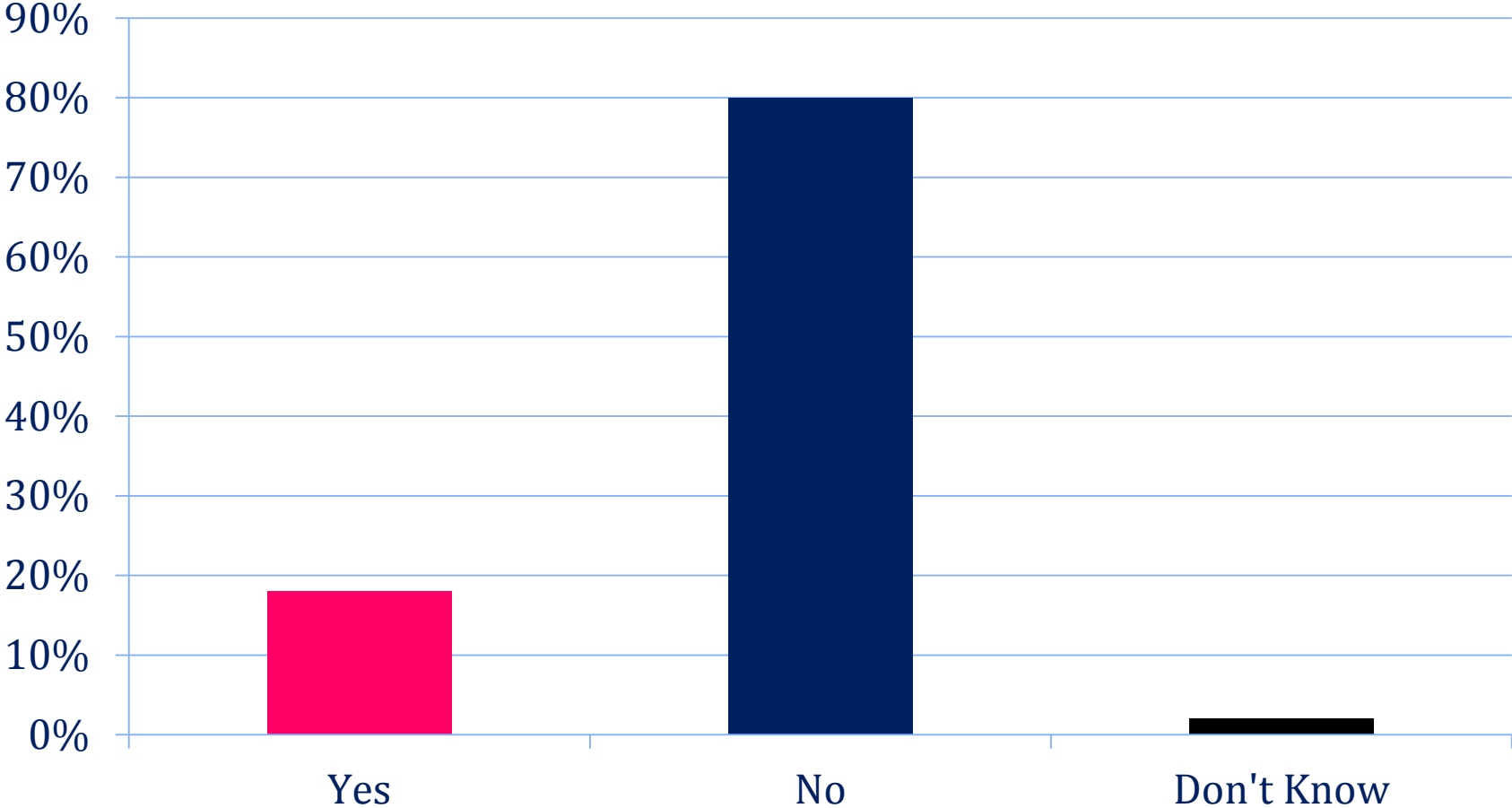


Popularity: Average /10

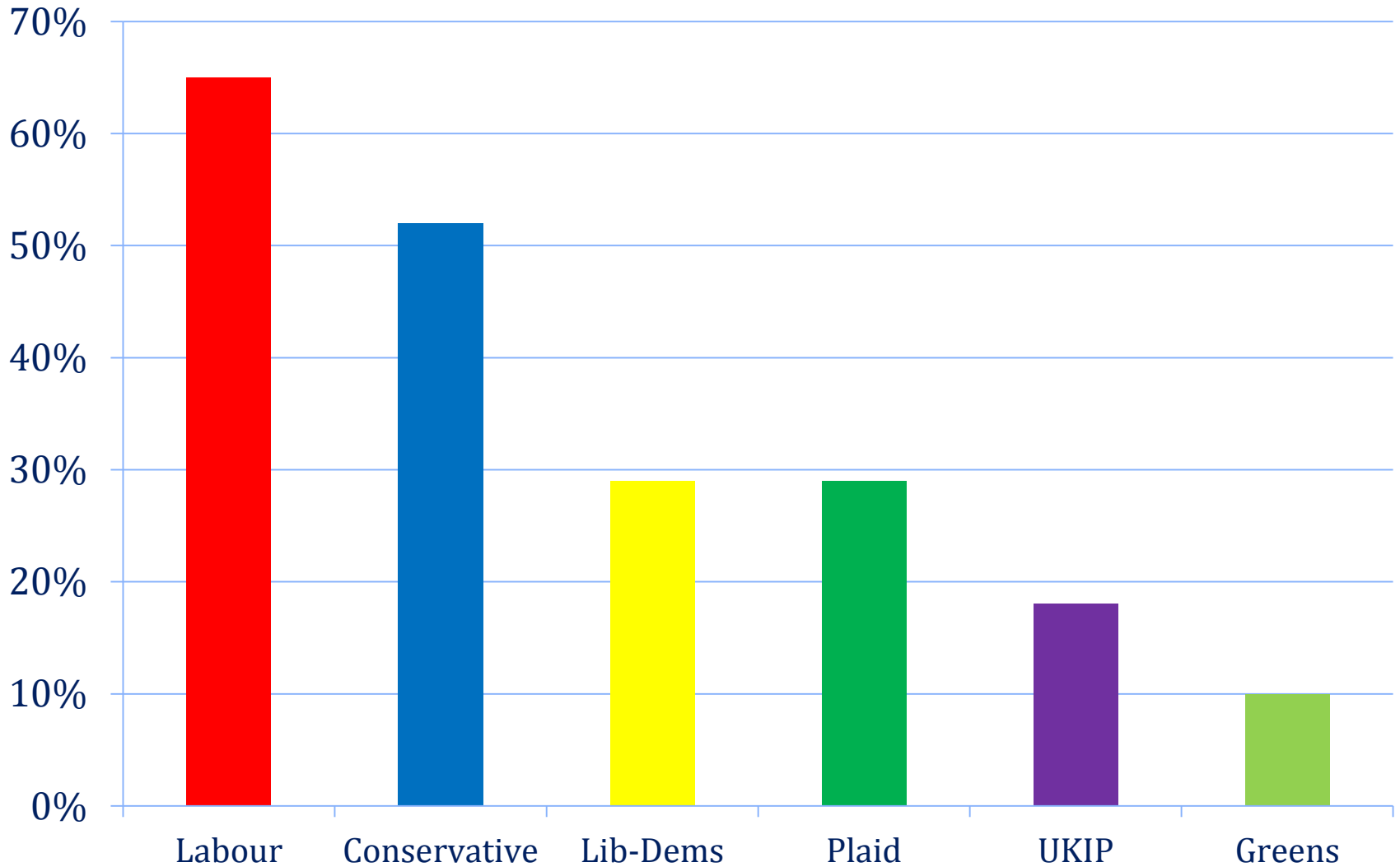
Leader	Average /10	Change Since June 2014
Cameron	3.4	0.0
Miliband	4.0	+ 0.3
Clegg	3.1	+ 0.4
Farage	3.4	- 0.1
Bennett	3.9	-
Jones	5.0	+ 0.4
Davies	3.4	+ 0.2
Williams	4.4	+ 0.5
Wood	4.4	+ 0.4
Bartolotti	3.9	-

Campaigns: Contact as of early-March

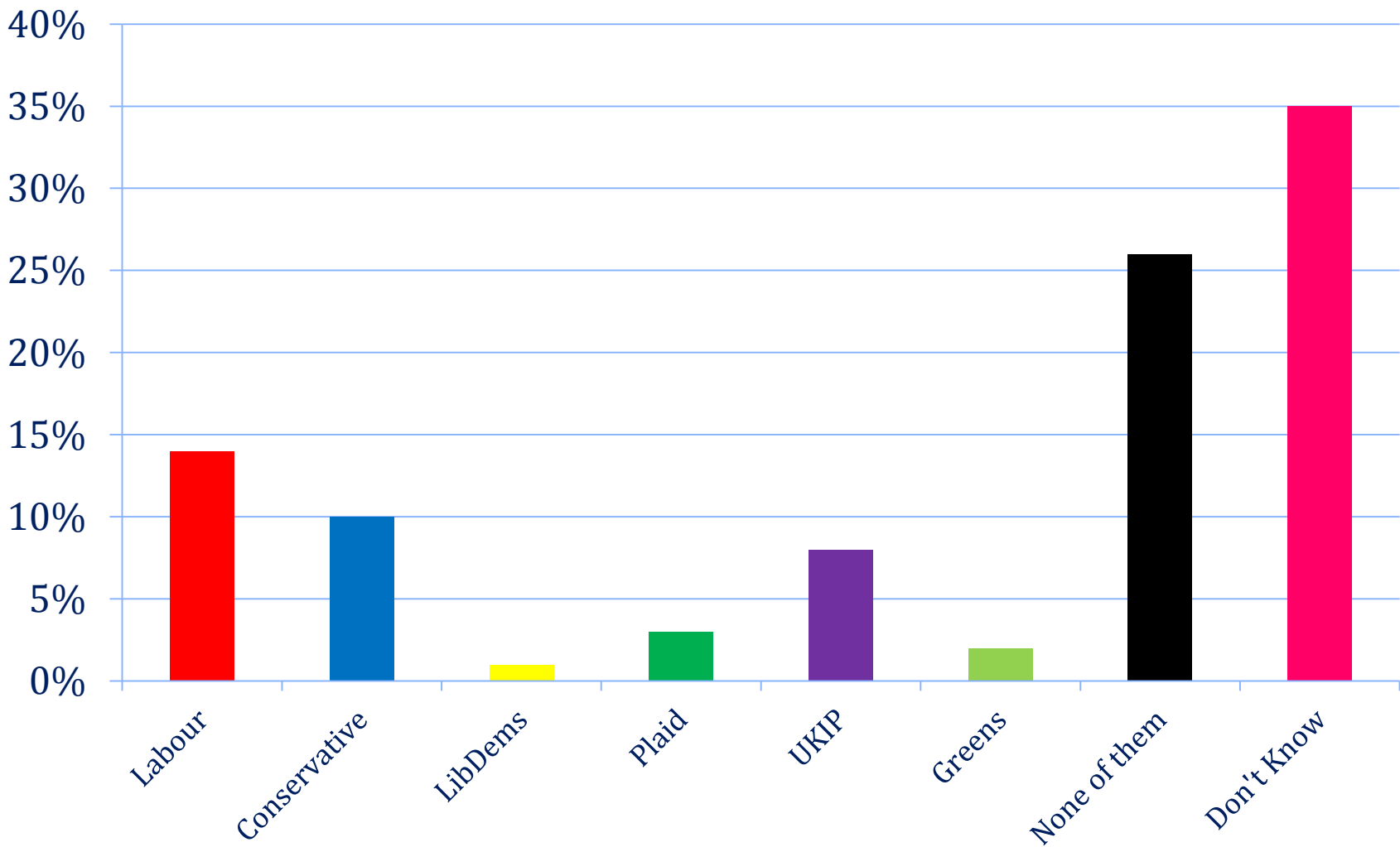
'Have you been contacted by someone from a political party about the General Election?'



Of Those Contacted – Which Party?



'Which Party Has Run Most Effective Campaign?'



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The Electoral Battleground

Party Status of Seat	Uncompetitive	Competitive
Held	Safe	Defence
Non-Held	Hopeless	Target

Electoral Battleground: **Labour**

Party Status of Seat	Uncompetitive	Competitive
Held	24 remaining seats	Ynys Môn Llanelli (?)
Non-Held	Brecon & Radnor Ceredigion Clwyd West Dwyfor Meirionydd Monmouth Montgomery	Aberconwy Arfon Cardiff Central Cardiff North Carm East & D. Carm W & SP Vale of Glamorgan Preseli Pembs (?)

Electoral Battleground: **Conservatives**

Party Status of Seat	Uncompetitive	Competitive
Held	Monmouth Clwyd West	Aberconwy Cardiff North Carm W & SP Montgomery Vale of Glamorgan Preseli Pems (?)
Non-Held	31 remaining seats	Brecon & Radnor

Electoral Battleground: **Lib-Dems**

Party Status of Seat	Uncompetitive	Competitive
Held		Brecon & Radnor Cardiff Central Ceredigion
Non-Held	36 remaining seats	Montgomery

Electoral Battleground: **Plaid Cymru**

Party Status of Seat	Uncompetitive	Competitive
Held	Dwyfor Meirionydd	Arfon Carm East & D.
Non-Held	34 remaining seats	Ynys Môn Ceredigion Llanelli (?)

Who Will Win? Current Polling

- Different potential sources:
 - Most Recent Welsh Poll (March Welsh Political Barometer)
 - Ashcroft Constituency Polls
- In following slides, seat in **bold** if a party projected to win from national polls under UNS; and **underlined** if projected to win by most recent Ashcroft constituency poll

Electoral Battleground: **Labour**

Party Status of Seat	Uncompetitive	Competitive
Held	24 remaining seats	Ynys Môn Llanelli
Non-Held	Brecon & Radnor Ceredigion Dwyfor Meirionnydd Monmouth Montgomery Clwyd West	Aberconwy Arfon <u>Cardiff Central</u> <u>Cardiff North</u> Carm East & D. Carm W & SP Vale of Glamorgan Preseli Pems

Electoral Battleground: **Conservatives**

Party Status of Seat	Uncompetitive	Competitive
Held	Monmouth Clwyd West	Aberconwy Cardiff North <u>Carm W & SP</u> Montgomery <u>Vale of Glamorgan</u> Preseli Pembs
Non-Held	31 remaining seats	Brecon & Radnor

Electoral Battleground: **Lib-Dems**

Party Status of Seat	Uncompetitive	Competitive
Held		<u>Brecon & Radnor</u> Cardiff Central Ceredigion
Non-Held	36 remaining seats	Montgomery

Electoral Battleground: **Plaid Cymru**

Party Status of Seat	Uncompetitive	Competitive
Held	Dwyfor Meirionydd	Arfon Carm East & D.
Non-Held	34 remaining seats	Ynys Môn Ceredigion Llanelli



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Any Questions?

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