

Survation Ltd
13 Marginal Seats Poll (NHS)
August 2014

2,644 adults were interviewed by telephone in a selection of 13 marginal Conservative-held seats, between 21st and 30th July, 10 of which are Labour targets and 3 of which are Lib Dem targets. A minimum of 200 interviews were conducted in each constituency. Results have been weighted by age and sex to be representative of all adults living in the group of 13 seats. Please note that the voting intention figures presented below are not a projection but are the weighted results of the voting intention question asked in this survey.

Labour Target Seats:

Amber Valley
Warwickshire North
Broxtowe
Lancaster & Fleetwood
Brighton Kemptown
Lincoln
Morecambe & Lunesdale
Sherwood
Thurrock
Cannock Chase

Lib Dem Target Seats:

Camborne & Redruth
Truro & Falmouth
West Dorset

Summary of Results

Voting intention (excl. DK/Ref)

	2010 seat average	Poll seat average	Change
CON	39.5	31.4	-8
LAB	30.9	40.8	10
LD	21.2	4.4	-17
UKIP	3.7	17.4	14
OTHER	4.7	6	1

Our poll shows a 9 point swing from Conservatives to Labour across the 13 seats. If repeated in May 2015, Labour would win all 10 of their marginal seats in this list; Amber Valley, Warwickshire North, Broxtowe, Lancaster & Fleetwood, Brighton Kemptown, Lincoln, Morecambe & Lunesdale, Sherwood, Thurrock and Cannock Chase.

The LibDems would fail to win any of their three target seats, Camborne & Redruth, Truro & Falmouth or West Dorset, as our poll shows a 4 point swing away from the LibDems towards the Conservatives.

If the same swing was repeated across their full target list, this swing would be enough to deliver Labour 100 Conservative held marginals, enough to give them a convincing national majority. However, there may well be local factors operating in these and other seats that means a greater variation is likely across all marginal seats in Britain than simply extrapolating from these results would indicate.

TTIP Questions

“Representatives from the European Union and the US government are presently negotiating a new trade agreement called TTIP (Trans-Atlantic Trade and Investment Partnership), aimed at making it easier to trade between Europe and the USA, which they estimate could bring an extra £4 billion a year to the UK economy.

One of the areas this new agreement could affect will be the NHS and health sector in the UK. If the NHS is included as part of this trade agreement, US private healthcare companies would be guaranteed the right to bid to run privatised NHS services. If a future UK government tried to stop the practice of allowing private companies to run these NHS services, US healthcare firms would then be able to sue the UK government for lost business opportunities.”

Would you support or oppose the inclusion of the NHS as part of this trade agreement?

	Overall	Labour targets	Lib Dem targets
Support the inclusion of the NHS in the trade agreement	14%	14%	11%
Oppose the inclusion of the NHS in the trade agreement	68%	68%	71%
Don't know	18%	18%	18%

- Opposition to inclusion is highest with those intending to vote Labour and UKIP (78% and 77% respectively)
- Support for inclusion is highest with those intending to vote Conservative (23%)
- Support for inclusion is highest among young - 19% of 18-34s support the inclusion of the NHS
- Opposition to inclusion is highest in Truro and Falmouth (81%)
- Support for inclusion is highest in Lincoln (23%)

“The trade agreement is currently being negotiated by EU officials on behalf of the UK government; however the EU has made clear that David Cameron can decide to exclude the NHS from being part of this trade agreement if he wants.”

Do you think David Cameron should, or should not, seek to exclude the NHS from this trade agreement?

	Overall	Labour targets	Lib Dem targets
Should seek to exclude	64%	64%	66%
Should not seek to exclude	14%	14%	11%
Don't know	22%	22%	23%

- 74% of those intending to vote Labour and 73% of those intending to vote UKIP think Cameron should seek to exclude the NHS from the agreement
- 78% of residents in Truro & Falmouth and 72% in Cannock Chase thought the same way

Which of these statements is closest to your opinion?

	Overall	Labour targets	Lib Dem targets
David Cameron should veto the trade agreement if he fails to get a guaranteed opt-out for the NHS	54%	54%	53%
David Cameron should not veto the trade agreement if he fails to get a guaranteed opt-out for the NHS	17%	17%	17%
Don't know	29%	29%	30%

- 65% of those intending to vote Labour, and 60% of those intending to vote UKIP would support a Cameron veto
- Support for a veto is stronger among men (59%) than women (49%)