

Oldham East & Saddleworth Recall Poll

Fieldwork : January 14th-16th 2011

Absolutes/col percents

Table 1

Q.1 Most people ended up not voting in the Oldham East & Saddleworth by-election on Thursday. Did you vote in the by-election, or like most people locally did you end up not voting?

Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			Actual By-Election Vote			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	Lab	LibDem	Con	Other
Unweighted base	500	232	268	50	174	276	196	79	52	173	31	151	86	183	81	145	150	196	133	30	45
Weighted base	500	237	263	50	173	278	200	78	52	170	45	132	84	185	101	129	146	170	129	52	53
Voted	500	237	263	50	173	278	200	78	52	170	45	132	84	185	101	129	146	170	129	52	53
Did not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Base: All respondents

	Total	LibDem	Con	Work Sector		Likelihood to Vote			Conservative Contact			View of Coalition Govt	
		2010, Lab Now	2010, LibDem Now	Public Sector	Pri-vate Sector	8-10	4-7	1-3	Delivered leaf-lets	Writ-ten letter	Knoc-ked on door	Doing well	Doing badly
Unweighted base	500	46	33	96	133	441	37	18	361	163	36	208	271
Weighted base	500	40	32	93	138	440	38	18	362	165	34	223	256
Voted	500	40	32	93	138	440	38	18	362	165	34	223	256
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Did not vote	-	-	-	-	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 2

Q.2 How did you end up voting in the by-election that took place on Thursday?**Base: All respondents**

	Gender		Age			SEG				Vote Intention				Vote in 2010			Actual By-Election Vote				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/Refuse	Con	Lab	LibDem	Lab	LibDem	Con	Other
Unweighted base	500	232	268	50	174	276	196	79	52	173	31	151	86	183	81	145	150	196	133	30	45
Weighted base	500	237	263	50	173	278	200	78	52	170	45	132	84	185	101	129	146	170	129	52	53
Kashif Ali the Conservative Party candidate	52 10%	33 14%	19 7%	5 10%	16 9%	31 11%	31 16%	7 9%	5 10%	9 5%	33 73%	- -	2 2%	16 8%	47 46%	- -	3 2%	- -	- -	52 100%	- -
Debbie Abrahams the Labour Party candidate	170 34%	75 32%	95 36%	20 40%	60 35%	90 33%	66 33%	26 33%	20 39%	58 34%	- -	123 93%	2 2%	37 20%	5 5%	111 86%	40 27%	170 100%	- -	- -	- -
Elwyn Watkins the Liberal Democrat candidate	129 26%	68 29%	61 23%	9 18%	47 27%	74 27%	54 27%	23 30%	11 21%	41 24%	9 20%	2 1%	74 87%	38 20%	32 32%	6 5%	76 52%	- -	129 100%	- -	- -
The UK Independence Party (UKIP)	27 5%	18 7%	9 4%	- -	12 7%	15 6%	8 4%	2 3%	4 7%	13 8%	1 3%	- -	- -	9 5%	9 9%	1 1%	9 7%	- -	- -	- -	27 51%
The British National Party (BNP)	11 2%	7 3%	4 1%	1 2%	2 1%	7 3%	1 1%	1 2%	- -	8 5%	- -	- -	- -	2 1%	1 1%	1 1%	- -	- -	- -	- -	11 20%
The Green Party	9 2%	5 2%	5 2%	4 7%	1 1%	5 2%	6 3%	2 3%	1 2%	- -	- -	1 1%	1 1%	1 1%	- -	2 2%	6 4%	- -	- -	- -	9 18%
One of the other parties	6 1%	4 1%	2 1%	- -	4 2%	2 1%	2 1%	- -	- -	4 2%	- -	- -	- -	4 2%	1 1%	- -	2 2%	- -	- -	- -	6 11%
Refused	96 19%	28 12%	68 26%	11 22%	32 19%	53 19%	31 15%	16 20%	11 21%	38 22%	2 4%	6 5%	6 7%	78 42%	5 5%	7 5%	9 6%	- -	- -	- -	- -

Lord Ashcroft

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Table 2

Q.2 How did you end up voting in the by-election that took place on Thursday?**Base: All respondents**

	Total	LibDem 2010, Lab Now	Con 2010, LibDem Now	Work Sector		Likelihood to Vote			Conservative Contact			View of Coalition Govt	
				Public Sector	Pri- vate Sector	8-10	4-7	1-3	Deli- vered leaf- lets	Writ- ten letter	Knoc- ked on door	Doing well	Doing badly
Unweighted base	500	46	33	96	133	441	37	18	361	163	36	208	271
Weighted base	500	40	32	93	138	440	38	18	362	165	34	223	256
Kashif Ali the Conservative Party candidate	52 10%	- -	- -	5 6%	22 16%	48 11%	2 5%	2 10%	40 11%	21 13%	2 5%	45 20%	5 2%
Debbie Abrahams the Labour Party candidate	170 34%	40 100%	- -	42 45%	41 30%	154 35%	8 21%	7 39%	118 33%	52 32%	16 46%	23 10%	142 56%
Elwyn Watkins the Liberal Democrat candidate	129 26%	- -	32 100%	22 24%	32 23%	116 26%	7 18%	5 27%	96 26%	42 25%	9 26%	88 40%	34 13%
The UK Independence Party (UKIP)	27 5%	- -	- -	5 5%	7 5%	18 4%	7 19%	2 13%	19 5%	6 4%	- -	12 5%	14 6%
The British National Party (BNP)	11 2%	- -	- -	2 3%	5 3%	8 2%	2 6%	- -	5 1%	2 1%	- -	4 2%	7 3%
The Green Party	9 2%	- -	- -	2 3%	2 2%	9 2%	- -	- -	7 2%	2 1%	- -	2 1%	7 3%
One of the other parties	6 1%	- -	- -	1 1%	2 2%	5 1%	1 3%	- -	6 2%	4 2%	- -	- -	5 2%
Refused	96 19%	- -	- -	13 14%	26 19%	82 19%	11 29%	2 11%	72 20%	36 22%	8 23%	49 22%	41 16%

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Table 3

Q.2 How did you end up voting in the by-election that took place on Thursday?**Base: All respondents who gave a party**

	Gender		Age			SEG				Vote Intention				Vote in 2010			Actual By-Election Vote				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/Refuse	Con	Lab	LibDem	Lab	LibDem	Con	Other
Unweighted base	404	204	200	39	142	223	165	63	41	135	29	145	80	105	76	138	141	196	133	30	45
Weighted base	404	209	195	39	141	225	169	62	41	132	43	126	78	107	96	122	137	170	129	52	53
Kashif Ali the Conservative Party candidate	52 13%	33 16%	19 10%	5 13%	16 11%	31 14%	31 18%	7 11%	5 13%	9 7%	33 77%	-	2 2%	16 14%	47 49%	-	3 3%	-	-	52 100%	-
Debbie Abrahams the Labour Party candidate	170 42%	75 36%	95 49%	20 52%	60 43%	90 40%	66 39%	26 42%	20 49%	58 44%	-	123 98%	2 2%	37 35%	5 5%	111 91%	40 29%	170 100%	-	-	-
Elwyn Watkins the Liberal Democrat candidate	129 32%	68 32%	61 31%	9 23%	47 33%	74 33%	54 32%	23 37%	11 26%	41 31%	9 20%	2 2%	74 94%	38 35%	32 33%	6 5%	76 55%	-	129 100%	-	-
The UK Independence Party (UKIP)	27 7%	18 8%	9 5%	-	12 8%	15 7%	8 5%	2 4%	4 9%	13 10%	1 3%	-	-	9 9%	9 10%	1 1%	9 7%	-	-	-	27 51%
The British National Party (BNP)	11 3%	7 3%	4 2%	1 3%	2 2%	7 3%	1 1%	1 2%	-	8 6%	-	-	-	2 2%	1 1%	1 1%	-	-	-	-	11 20%
The Green Party	9 2%	5 2%	5 2%	4 9%	1 1%	5 2%	6 4%	2 4%	1 3%	-	-	1 1%	1 2%	1 1%	-	2 2%	6 4%	-	-	-	9 18%
One of the other parties	6 1%	4 2%	2 1%	-	4 3%	2 1%	2 1%	-	-	4 3%	-	-	-	4 3%	1 1%	-	2 2%	-	-	-	6 11%

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Q.2 How did you end up voting in the by-election that took place on Thursday?**Base: All respondents who gave a party**

	Total	LibDem 2010, Lab Now	Con 2010, LibDem Now	Work Sector		Likelihood to Vote			Conservative Contact			View of Coalition Govt	
				Public Sector	Pri- vate Sector	8-10	4-7	1-3	Deli- vered leaf- lets	Writ- ten letter	Knoc- ked on door	Doing well	Doing badly
Unweighted base	404	46	33	83	107	359	26	16	289	127	28	159	230
Weighted base	404	40	32	80	112	358	27	16	290	129	26	174	215
Kashif Ali the Conservative Party candidate	52 13%	- -	- -	5 6%	22 20%	48 13%	2 6%	2 11%	40 14%	21 16%	2 7%	45 26%	5 2%
Debbie Abrahams the Labour Party candidate	170 42%	40 100%	- -	42 52%	41 36%	154 43%	8 29%	7 44%	118 41%	52 40%	16 60%	23 13%	142 66%
Elwyn Watkins the Liberal Democrat candidate	129 32%	- -	32 100%	22 28%	32 29%	116 32%	7 25%	5 31%	96 33%	42 32%	9 33%	88 51%	34 16%
The UK Independence Party (UKIP)	27 7%	- -	- -	5 6%	7 6%	18 5%	7 26%	2 15%	19 7%	6 5%	- -	12 7%	14 7%
The British National Party (BNP)	11 3%	- -	- -	2 3%	5 4%	8 2%	2 9%	- -	5 2%	2 2%	- -	4 2%	7 3%
The Green Party	9 2%	- -	- -	2 3%	2 2%	9 3%	- -	- -	7 2%	2 2%	- -	2 1%	7 3%
One of the other parties	6 1%	- -	- -	1 1%	2 2%	5 1%	1 4%	- -	6 2%	4 3%	- -	- -	5 2%

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Table 4
Q.3 When did you decide how you were going to vote in the by-election?
Base: All respondents

	Gender		Age			SEG				Vote Intention				Vote in 2010			Actual By-Election Vote				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/Refuse	Con	Lab	LibDem	Lab	LibDem	Con	Other
Unweighted base	500	232	268	50	174	276	196	79	52	173	31	151	86	183	81	145	150	196	133	30	45
Weighted base	500	237	263	50	173	278	200	78	52	170	45	132	84	185	101	129	146	170	129	52	53
At the last minute/on the day of the election	76 15%	31 13%	45 17%	11 21%	27 15%	39 14%	29 15%	12 15%	11 21%	24 14%	10 21%	4 3%	5 6%	42 23%	19 19%	11 9%	22 15%	19 11%	20 16%	7 13%	15 29%
Earlier this week/in the last few days before the election	51 10%	25 10%	26 10%	6 12%	24 14%	20 7%	17 8%	8 10%	10 19%	16 9%	2 4%	4 3%	5 6%	35 19%	11 11%	9 7%	14 9%	9 5%	13 10%	5 10%	8 16%
Last week/a couple of weeks ago	58 12%	28 12%	30 11%	6 11%	20 12%	32 12%	21 10%	6 7%	4 8%	27 16%	2 4%	15 11%	15 17%	21 11%	10 10%	11 9%	24 16%	21 12%	17 14%	2 3%	5 9%
Earlier in the campaign/before Christmas	69 14%	40 17%	28 11%	6 12%	23 13%	40 15%	29 14%	9 12%	10 20%	21 12%	5 12%	18 14%	11 13%	25 14%	14 14%	17 14%	16 11%	22 13%	14 11%	7 13%	9 18%
Before the campaign started/as soon as it was clear there was going to be a by-election	238 48%	113 47%	126 48%	20 40%	78 45%	140 51%	102 51%	44 56%	14 27%	79 46%	26 59%	91 69%	47 56%	57 31%	45 45%	78 61%	67 46%	98 58%	62 48%	31 60%	14 27%
Don't know	9 2%	1 *	8 3%	2 4%	1 1%	6 2%	3 1%	- -	3 5%	3 2%	- -	1 1%	2 2%	5 3%	1 1%	2 1%	4 3%	2 1%	3 2%	- -	1 2%

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Table 4

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	Total	LibDem 2010, Lab Now	Con 2010, LibDem Now	Work Sector		Likelihood to Vote			Conservative Contact			View of Coalition Govt	
				Public Sector	Pri- vate Sector	8-10	4-7	1-3	Deli- vered leaf- lets	Writ- ten letter	Knoc- ked on door	Doing well	Doing badly
Unweighted base	500	46	33	96	133	441	37	18	361	163	36	208	271
Weighted base	500	40	32	93	138	440	38	18	362	165	34	223	256
At the last minute/on the day of the election	76 15%	8 20%	6 18%	13 14%	28 20%	54 12%	10 27%	10 57%	52 14%	26 16%	5 14%	39 17%	33 13%
Earlier this week/in the last few days before the election	51 10%	4 11%	5 15%	9 10%	18 13%	39 9%	9 25%	2 11%	37 10%	13 8%	2 5%	22 10%	26 10%
Last week/a couple of weeks ago	58 12%	9 22%	6 18%	13 14%	10 7%	56 13%	2 6%	-	44 12%	21 13%	8 22%	26 12%	31 12%
Earlier in the campaign/before Christmas	69 14%	4 11%	3 9%	13 14%	22 16%	65 15%	4 10%	-	52 14%	24 14%	5 16%	30 14%	34 13%
Before the campaign started/as soon as it was clear there was going to be a by- election	238 48%	15 37%	12 36%	45 49%	59 43%	220 50%	12 32%	5 26%	172 47%	80 48%	15 43%	101 45%	129 50%
Don't know	9 2%	-	1 3%	-	1 1%	8 2%	-	1 7%	6 2%	2 1%	-	6 3%	2 1%

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Table 5

Q.4 Could you just remind me how you voted back in May last year, at the general election?

Base: All respondents

	Gender		Age			SEG				Vote Intention				Vote in 2010			Actual By-Election Vote				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/Refuse	Con	Lab	LibDem	Lab	LibDem	Con	Other
Unweighted base	500	232	268	50	174	276	196	79	52	173	31	151	86	183	81	145	150	196	133	30	45
Weighted base	500	237	263	50	173	278	200	78	52	170	45	132	84	185	101	129	146	170	129	52	53
Conservative	101 20%	59 25%	42 16%	7 15%	37 21%	57 20%	55 27%	9 12%	9 18%	27 16%	37 83%	5 4%	17 21%	31 17%	101 100%	-	-	5 3%	32 25%	47 90%	12 22%
Labour	129 26%	64 27%	64 24%	17 35%	43 25%	68 25%	52 26%	24 31%	16 31%	37 22%	1 2%	89 67%	3 4%	28 15%	-	129 100%	-	111 65%	6 5%	-	5 9%
Liberal Democrats	146 29%	64 27%	81 31%	11 22%	49 28%	86 31%	61 31%	26 33%	12 24%	46 27%	3 7%	29 22%	54 64%	42 23%	-	-	146 100%	40 23%	76 59%	3 7%	18 33%
The UK Independence Party (UKIP)	8 2%	6 2%	2 1%	-	5 3%	3 1%	2 1%	1 1%	-	5 3%	-	-	-	2 1%	-	-	-	-	1 1%	-	6 11%
The British National Party (BNP)	6 1%	5 2%	1 *	-	3 2%	3 1%	-	-	1 2%	5 3%	-	-	1 1%	4 2%	-	-	-	-	3 2%	-	4 7%
The Green Party	2 *	-	2 1%	-	-	2 1%	-	1 2%	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	2 4%
One of the other parties	2 *	2 1%	-	-	2 1%	-	1 *	-	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-	-	1 2%
Did not vote in the general election	27 5%	15 7%	11 4%	6 11%	8 4%	13 5%	5 2%	6 7%	4 7%	13 7%	2 4%	6 5%	4 5%	10 6%	-	-	-	10 6%	7 5%	2 3%	4 7%
Prefer not to say	80 16%	21 9%	59 22%	9 18%	26 15%	45 16%	25 12%	11 14%	9 17%	35 21%	2 4%	2 1%	5 6%	66 36%	-	-	-	3 2%	5 4%	-	2 4%

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Table 5

Q.4 Could you just remind me how you voted back in May last year, at the general election?**Base: All respondents**

	Total	LibDem 2010, Lab Now	Con 2010, LibDem Now	Work Sector		Likelihood to Vote			Conservative Contact			View of Coalition Govt	
				Public Sector	Pri- vate Sector	8-10	4-7	1-3	Deli- vered leaf- lets	Writ- ten letter	Knoc- ked on door	Doing well	Doing badly
Unweighted base	500	46	33	96	133	441	37	18	361	163	36	208	271
Weighted base	500	40	32	93	138	440	38	18	362	165	34	223	256
Conservative	101 20%	-	32 100%	14 15%	35 26%	93 21%	4 11%	3 16%	74 20%	35 21%	4 10%	77 35%	19 7%
Labour	129 26%	-	-	34 37%	34 24%	111 25%	10 27%	6 35%	94 26%	44 27%	11 31%	21 9%	103 40%
Liberal Democrats	146 29%	40 100%	-	25 27%	34 25%	134 30%	5 14%	5 27%	105 29%	48 29%	10 30%	65 29%	76 30%
The UK Independence Party (UKIP)	8 2%	-	-	1 1%	3 2%	6 1%	2 6%	-	6 2%	3 2%	-	5 2%	3 1%
The British National Party (BNP)	6 1%	-	-	1 1%	2 2%	5 1%	1 3%	-	3 1%	2 1%	1 3%	1 *	5 2%
The Green Party	2 *	-	-	-	1 1%	2 1%	-	-	1 *	-	-	-	2 1%
One of the other parties	2 *	-	-	1 1%	-	1 *	1 3%	-	2 1%	2 1%	-	1 *	1 *
Did not vote in the general election	27 5%	-	-	2 2%	10 7%	21 5%	5 13%	1 5%	22 6%	5 3%	2 5%	13 6%	14 5%
Prefer not to say	80 16%	-	-	14 15%	19 14%	67 15%	9 24%	3 16%	56 15%	26 16%	7 20%	41 18%	31 12%

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Table 6

Q.5 I notice that you voted for in the general election last year, but you voted differently - for - in the by-election this week. What is the main reason why you voted differently in the by-election?

Base: All respondents who voted differently in the by-election to the general election last year

	Gender			Age			SEG				Vote Intention				Vote in 2010			Actual By-Election Vote			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/Refuse	Con	Lab	LibDem	Lab	LibDem	Con	Other
Unweighted base	130	63	67	10	50	70	55	15	15	45	7	38	22	38	49	10	63	53	43	2	32
Weighted base	129	64	65	10	48	71	56	15	15	44	7	33	22	38	49	11	61	46	42	3	38
Disagree with specific policies of the Conservative-Lib Dem coalition government (e.g. spending cuts, tuition fees)	25 19%	13 21%	12 18%	2 17%	9 18%	15 21%	12 22%	2 14%	1 6%	10 23%	- -	13 39%	- -	3 8%	4 8%	- -	21 34%	16 34%	- -	- -	9 25%
Voted tactically: Lib Dem candidate stood a better chance of beating Labour/ Conservatives couldn't win/wanted to vote for candidate most likely to beat Labour	22 17%	9 15%	13 19%	2 19%	12 26%	8 11%	13 24%	2 13%	2 13%	5 11%	3 42%	1 3%	9 39%	10 25%	20 41%	- -	1 1%	2 4%	20 49%	- -	- -
Not happy about the fact that the Liberal Democrats have gone into coalition with the Conservatives/ Lib Dems have sold out	17 13%	9 15%	8 12%	1 9%	8 16%	8 12%	5 9%	3 18%	2 14%	7 17%	- -	10 29%	1 4%	5 12%	4 9%	- -	13 21%	14 30%	1 2%	- -	2 6%
I liked the Lib Dem candidate (Elwyn Watkins)/Approve of the stand he took to force the by-election	6 5%	3 5%	3 5%	1 12%	- -	5 7%	2 3%	1 8%	- -	3 7%	- -	- -	4 17%	1 3%	4 8%	- -	1 2%	- -	5 12%	- -	1 3%
Disillusioned with all the main parties - they're all as bad as each other	4 3%	2 4%	1 2%	- -	- -	4 5%	1 2%	- -	- -	2 5%	- -	- -	- -	1 3%	1 2%	- -	1 2%	- -	- -	- -	4 9%
I liked the Labour candidate (Debbie Abrahams)/Didn't like the previous Labour MP (Phil Woolas)	3 2%	1 2%	2 3%	- -	- -	3 4%	1 2%	- -	1 6%	1 2%	- -	1 3%	1 4%	1 2%	1 2%	- -	2 3%	2 4%	1 2%	- -	- -

Lord Ashcroft

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Table 6

Q.5 I notice that you voted for in the general election last year, but you voted differently - for - in the by-election this week. What is the main reason why you voted differently in the by-election?

Base: All respondents who voted differently in the by-election to the general election last year

	Gender			Age			SEG				Vote Intention				Vote in 2010			Actual By-Election Vote			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/Refuse	Con	Lab	LibDem	Lab	LibDem	Con	Other
Weighted base	129	64	65	10	48	71	56	15	15	44	7	33	22	38	49	11	61	46	42	3	38
Didn't vote Labour in the general election because of Gordon Brown & now he's gone	3 2%	2 3%	1 1%	-	1 2%	2 2%	3 5%	-	-	-	-	1 3%	-	2 4%	-	-	3 4%	1 2%	-	2 50%	-
Wanted to support the coalition/+approve of the coalition government	1 1%	1 2%	-	-	1 2%	-	1 2%	-	-	-	-	-	-	1 3%	-	1 9%	-	-	1 2%	-	-
Other	49 38%	23 36%	26 40%	4 43%	17 36%	27 38%	17 31%	7 47%	9 61%	15 35%	4 58%	8 24%	8 34%	15 39%	14 29%	10 91%	20 32%	12 26%	14 33%	2 50%	21 56%

Oldham East & Saddleworth Recall Poll

Fieldwork : January 14th-16th 2011

Absolutes/col percents

Table 6

Q.5 I notice that you voted for in the general election last year, but you voted differently - for - in the by-election this week. What is the main reason why you voted differently in the by-election?

Base: All respondents who voted differently in the by-election to the general election last year

	Total	LibDem	Con	Work Sector		Likelihood to Vote			Conservative Contact			View of Coalition Govt	
		2010, Lab Now	2010, LibDem Now	Public Sector	Pri- vate Sector	8-10	4-7	1-3	Deli- vered leaf- lets	Writ- ten letter	Knoc- ked on door	Doing well	Doing badly
Unweighted base	130	46	33	30	30	112	12	6	90	47	8	51	76
Weighted base	129	40	32	29	30	110	13	6	91	47	7	52	74
Disagree with specific policies of the Conservative-Lib Dem coalition government (e.g. spending cuts, tuition fees)	25 19%	14 35%	-	4 15%	5 18%	22 20%	2 19%	1 14%	17 18%	10 21%	1 12%	1 2%	23 31%
Voted tactically: Lib Dem candidate stood a better chance of beating Labour/ Conservatives couldn't win/wanted to vote for candidate most likely to beat Labour	22 17%	1 2%	19 61%	6 20%	7 22%	20 18%	2 14%	-	15 17%	7 14%	-	18 35%	3 4%
Not happy about the fact that the Liberal Democrats have gone into coalition with the Conservatives/ Lib Dems have sold out	17 13%	13 33%	1 3%	5 19%	2 6%	15 14%	1 9%	1 14%	10 11%	3 7%	2 24%	2 4%	15 21%
I liked the Lib Dem candidate (Elwyn Watkins)/Approve of the stand he took to force the by-election	6 5%	-	4 12%	-	-	6 5%	-	-	5 6%	5 11%	1 14%	4 7%	2 3%
Disillusioned with all the main parties - they're all as bad as each other	4 3%	-	-	-	1 4%	4 3%	-	-	2 3%	-	-	2 5%	1 2%
I liked the Labour candidate (Debbie Abrahams)/Didn't like the previous Labour MP (Phil Woolas)	3 2%	2 4%	1 3%	-	-	3 2%	-	-	3 3%	3 6%	2 26%	2 4%	1 1%

Lord Ashcroft

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Base: All respondents who voted differently in the by-election to the general election last year

	Total	LibDem	Con	Work Sector		Likelihood to Vote			Conservative Contact			View of Coalition Govt	
		2010, Lab Now	2010, LibDem Now	Public Sector	Private Sector	8-10	4-7	1-3	Delivered leaflets	Written letter	Knocked on door	Doing well	Doing badly
Weighted base	129	40	32	29	30	110	13	6	91	47	7	52	74
Didn't vote Labour in the general election because of Gordon Brown & now he's gone	3 2%	1 2%	-	1 3%	-	3 2%	-	-	2 2%	-	-	-	3 4%
Wanted to support the coalition/+approve of the coalition government	1 1%	-	-	1 3%	-	1 1%	-	-	1 1%	-	-	1 2%	-
Other	49 38%	10 24%	7 21%	11 40%	15 50%	37 34%	7 58%	4 71%	36 39%	19 41%	2 24%	22 41%	26 36%

Oldham East & Saddleworth Recall Poll

Fieldwork : January 14th-16th 2011

Absolutes/col percents

Table 7

Q.6 From your last answer, what led you to conclude that the Liberal Democrat candidate had a better chance of beating Labour and winning the by-election than the Conservative candidate did?

Base: All respondents who voted tactically

	Gender		Age			SEG				Vote Intention				Vote in 2010			Actual By-Election Vote				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	Lab	LibDem	Con	Other
Unweighted base	23	10	13	2	13	8	14	2	2	5	3	1	9	10	21	-	1	2	21	-	-
Weighted base	22	9	13	2	12	8	13	2	2	5	3	1	9	10	20	-	1	2	20	-	-
Knew/ learned from TV/ newspapers that Lib Dems nearly won/ were only a few votes behind Labour at the general election	10 43%	5 50%	5 38%	1 50%	7 53%	2 25%	9 64%	1 50%	-	-	1 33%	1 100%	5 56%	3 30%	10 47%	-	-	1 50%	9 43%	-	-
Just knew/ remembered from the last election	5 22%	-	5 38%	1 50%	2 16%	2 25%	2 14%	1 50%	1 50%	1 20%	1 33%	-	1 11%	3 30%	5 24%	-	-	-	5 24%	-	-
The Lib Dem campaign literature emphasised it	2 9%	-	2 15%	-	2 16%	-	1 7%	-	1 50%	-	1 33%	-	1 11%	-	2 10%	-	-	-	2 10%	-	-
Other	9 39%	5 49%	4 31%	1 50%	5 38%	3 37%	6 42%	-	-	3 59%	-	1 100%	4 44%	4 39%	7 33%	-	1 100%	2 100%	7 33%	-	-
Don't know	1 4%	1 10%	-	-	-	1 13%	-	-	-	1 20%	-	-	1 11%	-	1 5%	-	-	-	1 5%	-	-

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Table 7

Q.6 From your last answer, what led you to conclude that the Liberal Democrat candidate had a better chance of beating Labour and winning the by-election than the Conservative candidate did?

Base: All respondents who voted tactically

	Total	LibDem 2010, Lab Now	Con 2010, LibDem Now	Work Sector		Likelihood to Vote			Conservative Contact			View of Coalition Govt	
				Public Sector	Pri- vate Sector	8-10	4-7	1-3	Deli- vered leaf- lets	Writ- ten letter	Knoc- ked on door	Doing well	Doing badly
Unweighted base	23	1	20	6	7	21	2	-	16	7	-	19	3
Weighted base	22	1	19	6	7	20	2	-	15	7	-	18	3
Knew/ learned from TV/ newspapers that Lib Dems nearly won/ were only a few votes behind Labour at the general election	10 43%	-	9 45%	3 50%	5 71%	10 47%	-	-	7 43%	1 15%	-	9 47%	1 32%
Just knew/ remembered from the last election	5 22%	-	5 25%	2 33%	-	5 24%	-	-	4 25%	2 29%	-	4 21%	1 36%
The Lib Dem campaign literature emphasised it	2 9%	-	2 10%	-	2 29%	1 5%	1 53%	-	2 13%	-	-	2 11%	-
Other	9 39%	1 100%	6 30%	2 33%	3 42%	8 38%	1 47%	-	6 37%	4 56%	-	7 37%	2 64%
Don't know	1 4%	-	1 5%	-	-	1 5%	-	-	1 6%	1 15%	-	-	-