

## Wythenshawe & Sale East Poll

### CATI Fieldwork : 3rd-5th February 2014

Absolutes/col percents

Table 1

**Q.1 As you may have heard, there will be a by-election on 13 February to elect a new Member of Parliament for your local constituency of Wythenshawe & Sale East, following the death of Paul Goggins last month. Many local people are saying that they probably won't vote at all in the by-election, while others say they definitely would vote. Please say how likely you are to vote in the by-election here, when it happens?**

**Base: All respondents**

		Gender			Age						SEG				Voting Intention				2010 Vote		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Unweighted base		1009	466	543	69	178	154	195	179	233	315	252	116	278	90	375	32	83	156	284	90
Weighted base		1009	494	515	111	212	192	171	141	181	181	295	181	305	78	362	33	86	133	234	107
Certain to vote	(10)	502	247	255	36	71	95	85	90	127	94	145	87	151	46	228	9	67	88	163	63
		50%	50%	50%	32%	33%	49%	49%	63%	70%	52%	49%	48%	50%	58%	63%	28%	78%	66%	70%	59%
	(9)	52	28	24	2	5	16	11	9	8	10	18	11	11	5	26	3	3	11	14	7
		5%	6%	5%	2%	3%	8%	6%	7%	4%	5%	6%	6%	4%	7%	7%	8%	3%	8%	6%	7%
	(8)	67	35	31	9	10	10	11	8	18	10	26	5	24	8	24	2	3	6	14	8
		7%	7%	6%	8%	5%	5%	6%	6%	10%	5%	9%	3%	8%	11%	7%	7%	3%	5%	6%	7%
	(7)	46	24	22	6	10	8	12	5	6	11	12	8	13	4	21	5	2	6	6	10
		5%	5%	4%	6%	5%	4%	7%	3%	3%	6%	4%	4%	4%	5%	6%	17%	3%	5%	3%	10%
	(6)	33	11	22	5	9	4	6	6	2	6	11	4	11	2	20	2	2	5	8	1
		3%	2%	4%	4%	4%	2%	4%	4%	1%	3%	4%	2%	4%	2%	6%	5%	3%	4%	3%	1%
	(5)	85	39	47	20	26	12	13	8	6	21	22	12	22	6	20	5	5	8	8	2
		8%	8%	9%	18%	12%	6%	8%	6%	3%	12%	8%	7%	7%	8%	6%	14%	6%	6%	3%	2%
	(4)	19	13	6	8	5	1	1	1	3	3	6	6	3	2	6	3	1	2	3	1
		2%	3%	1%	7%	3%	1%	1%	1%	2%	2%	2%	3%	1%	2%	2%	9%	1%	2%	1%	1%
	(3)	31	17	15	6	13	5	5	2	1	8	9	7	7	3	14	3	2	-	4	5
		3%	3%	3%	5%	6%	3%	3%	1%	1%	5%	3%	4%	2%	3%	4%	9%	3%	-	2%	5%
	(2)	18	4	14	4	4	4	4	*	2	4	3	7	3	3	3	1	-	*	2	1
		2%	1%	3%	3%	2%	2%	2%	*	1%	2%	1%	4%	1%	3%	1%	3%	-	*	1%	1%
Definitely would not vote	(1)	151	73	78	16	55	37	23	12	6	14	42	33	57	-	-	-	-	6	11	9
		15%	15%	15%	14%	26%	19%	14%	9%	3%	8%	14%	18%	19%	-	-	-	-	4%	5%	8%
Refused		1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-
Don't know		3	3	-	-	2	-	1	-	1	-	2	-	2	-	-	-	-	-	2	-
		*	1%	-	-	1%	-	1%	-	*	-	1%	-	1%	-	-	-	-	-	1%	-
Mean		7.29	7.37	7.22	6.25	5.80	7.19	7.44	8.34	8.87	7.63	7.42	6.88	7.16	8.46	8.69	6.97	9.16	8.72	8.77	8.18
Standard deviation		3.41	3.37	3.44	3.28	3.69	3.61	3.31	2.83	2.27	3.06	3.32	3.67	3.54	2.34	2.11	2.60	1.84	2.34	2.45	2.92
Standard error		0.11	0.16	0.15	0.39	0.28	0.29	0.24	0.21	0.15	0.17	0.21	0.34	0.21	0.25	0.11	0.46	0.20	0.19	0.15	0.31

## Wythenshawe & Sale East Poll

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Absolutes/col percents

Table 2

**Q.2 Which party's candidate do you expect to vote for in the by election?****Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Unweighted base	1009	466	543	69	178	154	195	179	233	315	252	116	278	90	375	32	83	156	284	90
Weighted base	1009	494	515	111	212	192	171	141	181	181	295	181	305	78	362	33	86	133	234	107
Daniel Critchlow, the Conservative Party candidate	78 8%	29 6%	49 9%	9 8%	17 8%	12 6%	9 5%	11 8%	20 11%	20 11%	33 11%	12 7%	12 4%	78 100%	-	-	-	58 44%	* *	4 4%
Michael Kane, the Labour Party candidate	362 36%	162 33%	199 39%	50 45%	58 27%	71 37%	50 29%	66 47%	68 37%	65 36%	93 31%	60 33%	127 42%	-	362 100%	-	-	16 12%	169 72%	40 37%
Mary Di Mauro, the Liberal Democrat candidate	33 3%	16 3%	17 3%	2 1%	7 3%	10 5%	9 5%	2 1%	3 2%	11 6%	13 5%	-	9 3%	-	-	33 100%	-	3 2%	* *	17 16%
John Bickley, the UK Independence Party (UKIP) candidate	86 8%	52 10%	34 7%	6 5%	19 9%	10 5%	21 12%	14 10%	17 9%	9 5%	25 8%	25 14%	24 8%	-	-	-	86 100%	16 12%	16 7%	9 8%
Captain Chaplington-Smythe, the Monster Raving Loony Party candidate	4 *	1 *	3 1%	-	1 1%	-	2 1%	-	1 *	-	3 1%	-	1 *	-	-	-	-	1 1%	1 *	-
Eddy O'Sullivan, the British National Party (BNP) candidate	8 1%	3 1%	4 1%	3 3%	3 1%	-	2 1%	-	-	-	1 *	-	4 1%	-	-	-	-	-	-	-
Nigel Woodcock, the Green Party candidate	17 2%	13 3%	4 1%	2 2%	6 3%	4 2%	3 2%	-	2 1%	3 2%	4 1%	5 3%	5 2%	-	-	-	-	7 5%	2 1%	1 1%
Would not vote	151 15%	73 15%	78 15%	16 14%	55 26%	37 19%	23 14%	12 9%	6 3%	14 8%	42 14%	33 18%	57 19%	-	-	-	-	6 4%	11 5%	9 8%
Refused	97 10%	58 12%	39 8%	1 1%	7 3%	12 6%	19 11%	19 14%	39 22%	16 9%	28 9%	14 8%	33 11%	-	-	-	-	6 4%	10 4%	6 6%
Don't know	174 17%	87 18%	86 17%	23 21%	40 19%	35 18%	33 19%	16 12%	26 14%	42 23%	54 18%	32 17%	34 11%	-	-	-	-	19 15%	25 11%	22 20%

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Absolutes/col percents

Table 3

**Q.2 Which party's candidate do you expect to vote for in the by election?****Base: All respondents expressing an intention to vote (Turnout Weighted)****This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote****THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Gender			Age						SEG				Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Unweighted base	433	192	241	24	55	66	79	87	122	129	110	52	123	64	272	16	64	91	188	43
Weighted base	413	198	216	40	66	78	71	70	88	71	121	76	128	54	258	15	67	78	151	52
Daniel Critchlow, the Conservative Party candidate	54 13%	22 11%	32 15%	3 8%	11 16%	8 11%	7 10%	8 12%	16 18%	14 19%	23 19%	6 8%	10 8%	54 100%	-	-	-	45 57%	*	3 6%
Michael Kane, the Labour Party candidate	258 62%	117 59%	140 65%	29 73%	32 49%	53 68%	37 53%	50 72%	56 63%	44 62%	65 53%	45 59%	90 70%	-	258 100%	-	-	11 14%	135 90%	33 63%
Mary Di Mauro, the Liberal Democrat candidate	15 4%	7 4%	8 4%	* 1%	2 3%	5 7%	6 8%	1 1%	2 2%	5 8%	7 6%	-	3 3%	-	-	15 100%	-	2 3%	*	9 17%
John Bickley, the UK Independence Party (UKIP) candidate	67 16%	40 20%	27 12%	5 13%	14 22%	8 10%	15 22%	11 15%	13 15%	7 10%	21 17%	20 27%	17 13%	-	-	-	67 100%	14 18%	13 8%	7 14%
Captain Chaplington-Smythe, the Monster Raving Loony Party candidate	4 1%	1 *	3 1%	- -	1 2%	-	2 3%	-	1 1%	-	3 2%	-	1 1%	-	-	-	-	1 1%	1 *	-
Eddy O'Sullivan, the British National Party (BNP) candidate	3 1%	* *	3 1%	* 1%	2 4%	-	1 1%	-	-	-	* *	-	2 2%	-	-	-	-	-	-	-
Nigel Woodcock, the Green Party candidate	13 3%	10 5%	3 1%	1 4%	3 5%	4 5%	3 4%	-	2 2%	1 1%	3 3%	4 6%	4 3%	-	-	-	-	6 8%	2 1%	* 1%

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Col percents

Table 4

#### Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	14%
Labour	61%
Liberal Democrat	5%
UKIP	15%
Other	4%

## Wythenshawe & Sale East Poll

### CATI Fieldwork : 3rd-5th February 2014

Absolutes/col percents

Table 5

**Q.4 What part, if any, did the following reasons play on your decision to vote for...?****Base: All respondents expressing an intention to vote Conservative, Labour, Liberal Democrat or UKIP**

	Gender			Age						SEG				Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Unweighted base	580	258	322	41	89	88	97	118	147	184	144	66	163	90	375	32	83	113	230	58
Weighted base	559	259	299	66	100	103	89	93	107	105	163	98	171	78	362	33	86	94	186	69
<b><u>The party has the best candidate locally</u></b>																				
NET: Any part	414	186	228	43	78	79	70	68	75	78	124	71	123	51	281	19	64	60	159	54
	74%	72%	76%	66%	78%	77%	79%	73%	70%	74%	76%	72%	72%	65%	78%	58%	74%	64%	86%	78%
Large part	277	123	154	21	47	50	49	49	62	45	83	43	91	34	197	9	37	38	119	32
	50%	48%	51%	32%	47%	49%	56%	52%	57%	43%	51%	44%	53%	44%	55%	29%	43%	40%	64%	47%
Small part	137	63	74	23	32	29	21	19	13	33	40	28	32	17	84	10	27	23	40	22
	24%	24%	25%	34%	32%	28%	24%	21%	12%	31%	25%	28%	19%	21%	23%	29%	31%	24%	22%	31%
No part	144	73	72	23	22	24	19	25	32	27	40	27	48	27	81	14	22	33	27	16
	26%	28%	24%	34%	22%	23%	21%	27%	30%	26%	24%	28%	28%	35%	22%	42%	26%	36%	14%	22%
<b><u>The party has the best leader nationally</u></b>																				
NET: Any part	385	166	219	46	70	68	54	68	79	70	112	56	129	64	256	17	48	66	135	44
	69%	64%	73%	69%	70%	66%	61%	73%	73%	67%	69%	57%	76%	83%	71%	51%	56%	70%	73%	64%
Large part	212	104	109	16	38	32	31	42	53	30	62	28	82	39	141	6	25	41	79	20
	38%	40%	36%	24%	38%	31%	35%	46%	49%	28%	38%	29%	48%	51%	39%	20%	29%	44%	42%	29%
Small part	173	63	110	30	32	36	23	26	26	40	49	27	47	25	115	10	23	25	57	24
	31%	24%	37%	46%	32%	35%	26%	28%	24%	38%	30%	28%	28%	32%	32%	32%	27%	26%	31%	34%
No part	173	93	81	20	30	36	34	25	28	35	51	42	42	13	106	16	38	28	50	25
	31%	36%	27%	31%	30%	34%	39%	27%	27%	33%	31%	43%	24%	17%	29%	49%	44%	30%	27%	36%

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Table 5

**Q.4 What part, if any, did the following reasons play on your decision to vote for...?****Base: All respondents expressing an intention to vote Conservative, Labour, Liberal Democrat or UKIP**

	Gender			Age						SEG				Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Weighted base	559	259	299	66	100	103	89	93	107	105	163	98	171	78	362	33	86	94	186	69
<b><u>They are the party you'd like to win the next General Election nationally</u></b>																				
NET: Any part	498	232	265	58	91	86	74	91	97	91	143	81	163	63	333	29	72	83	171	63
	89%	90%	89%	88%	91%	84%	84%	98%	91%	87%	88%	83%	96%	81%	92%	89%	85%	88%	92%	91%
Large part	402	185	218	45	65	72	58	78	84	69	113	64	138	52	279	20	51	66	147	52
	72%	71%	73%	68%	65%	70%	66%	84%	78%	66%	70%	66%	81%	67%	77%	61%	60%	71%	79%	74%
Small part	95	48	48	14	25	14	16	13	13	22	29	17	25	11	54	9	21	16	24	12
	17%	18%	16%	20%	25%	14%	18%	14%	13%	21%	18%	17%	15%	14%	15%	28%	25%	17%	13%	17%
No part	61	27	34	8	9	17	14	2	10	13	20	17	8	15	29	4	13	11	15	6
	11%	10%	11%	12%	9%	16%	16%	2%	9%	13%	12%	17%	4%	19%	8%	11%	15%	12%	8%	9%
<b><u>It is a tactical vote to try and prevent another party from winning locally</u></b>																				
NET: Any part	270	123	147	36	49	42	42	38	63	36	77	46	99	24	177	17	52	34	92	32
	48%	47%	49%	54%	49%	41%	48%	41%	58%	34%	47%	47%	58%	31%	49%	53%	61%	37%	49%	46%
Large part	192	81	111	23	32	31	30	31	45	16	56	37	73	15	126	12	38	22	72	20
	34%	31%	37%	35%	32%	30%	34%	33%	42%	16%	34%	38%	43%	19%	35%	37%	45%	24%	39%	29%
Small part	78	42	36	13	17	11	13	8	17	20	22	8	26	9	50	5	13	12	20	12
	14%	16%	12%	19%	17%	11%	14%	8%	16%	19%	13%	8%	15%	12%	14%	16%	16%	13%	11%	17%
No part	289	136	152	31	51	61	46	55	45	69	86	52	72	54	185	16	34	60	94	37
	52%	53%	51%	46%	51%	59%	52%	59%	42%	66%	53%	53%	42%	69%	51%	47%	39%	63%	51%	54%

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Table 5

**Q.4 What part, if any, did the following reasons play on your decision to vote for...?****Base: All respondents expressing an intention to vote Conservative, Labour, Liberal Democrat or UKIP**

	Gender			Age						SEG				Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Weighted base	559	259	299	66	100	103	89	93	107	105	163	98	171	78	362	33	86	94	186	69
<b><u>To send a message that you are unhappy with the party you usually support nationally</u></b>																				
NET: Any part	260	122	137	19	49	48	47	39	57	38	79	44	87	20	157	16	67	39	87	43
	46%	47%	46%	29%	49%	46%	54%	42%	53%	36%	48%	45%	51%	26%	43%	47%	78%	41%	47%	62%
Large part	163	81	82	10	25	28	33	24	42	18	45	36	56	10	87	8	57	31	58	21
	29%	31%	27%	15%	25%	27%	38%	25%	39%	17%	28%	37%	33%	12%	24%	25%	67%	33%	31%	30%
Small part	97	41	55	9	24	20	14	15	15	19	34	8	31	11	69	7	10	8	29	22
	17%	16%	19%	13%	24%	19%	16%	16%	14%	18%	21%	8%	18%	14%	19%	22%	11%	8%	16%	32%
No part	299	137	162	47	51	55	41	54	50	67	84	54	84	58	205	17	19	55	99	27
	54%	53%	54%	71%	51%	54%	46%	58%	47%	64%	52%	55%	49%	74%	57%	53%	22%	59%	53%	38%
<b><u>As a general protest to show that you are unhappy with all the main parties at the moment</u></b>																				
NET: Any part	328	142	186	35	58	52	55	51	77	40	98	61	115	30	201	20	77	51	110	35
	59%	55%	62%	53%	58%	50%	62%	54%	72%	38%	60%	62%	67%	38%	56%	60%	90%	54%	59%	50%
Large part	207	93	114	11	39	32	41	39	45	16	64	37	82	16	112	11	68	29	68	22
	37%	36%	38%	17%	39%	31%	46%	42%	42%	15%	39%	38%	48%	21%	31%	34%	79%	31%	36%	32%
Small part	121	49	72	24	19	20	14	11	32	24	34	23	33	13	89	9	10	22	42	13
	22%	19%	24%	36%	19%	20%	16%	12%	30%	23%	21%	24%	19%	17%	25%	26%	11%	23%	23%	18%
No part	230	117	113	31	42	51	34	43	30	65	65	37	56	48	160	13	8	43	76	35
	41%	45%	38%	47%	42%	50%	38%	46%	28%	62%	40%	38%	33%	62%	44%	40%	10%	46%	41%	50%

## Wythenshawe & Sale East Poll

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Absolutes/col percents

Table 6

**Q.5 Which of the following statements do you most agree with?****Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Unweighted base	1009	466	543	69	178	154	195	179	233	315	252	116	278	90	375	32	83	156	284	90
Weighted base	1009	494	515	111	212	192	171	141	181	181	295	181	305	78	362	33	86	133	234	107
I am satisfied with the job David Cameron is doing overall as Prime Minister	190 19%	108 22%	82 16%	19 17%	41 19%	39 21%	29 17%	21 15%	40 22%	49 27%	53 18%	40 22%	36 12%	50 64%	36 10%	6 18%	12 14%	61 46%	18 8%	19 18%
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	214 21%	99 20%	116 22%	20 18%	50 24%	39 20%	41 24%	25 18%	39 22%	40 22%	71 24%	48 26%	50 17%	20 26%	49 14%	17 52%	32 38%	48 36%	35 15%	25 23%
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	436 43%	212 43%	224 44%	62 56%	81 38%	85 45%	60 35%	74 52%	73 40%	71 39%	119 40%	73 41%	152 50%	6 8%	262 72%	6 17%	31 36%	18 14%	160 68%	46 43%
Refused	47 5%	28 6%	19 4%	2 2%	5 2%	7 4%	16 9%	8 6%	9 5%	4 2%	16 6%	7 4%	16 5%	- -	1 *	3 10%	4 4%	2 2%	3 1%	4 3%
Don't know	121 12%	47 10%	74 14%	8 7%	34 16%	21 11%	25 15%	13 9%	20 11%	17 9%	36 12%	14 8%	49 16%	2 2%	13 4%	1 3%	6 8%	3 2%	17 7%	13 12%



## Wythenshawe & Sale East Poll

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Absolutes/col percents

Table 7

**Q.9 Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and so on - do you think things over the next year or so will improve, get worse, or stay about the same?**

**For the country as a whole**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	
Unweighted base	1009	466	543	69	178	154	195	179	233	315	252	116	278	90	375	32	83	156	284	90	
Weighted base	1009	494	515	111	212	192	171	141	181	181	295	181	305	78	362	33	86	133	234	107	
NET: Improve	292	163	128	27	58	61	45	35	66	68	103	43	66	45	84	15	21	68	51	43	
	29%	33%	25%	24%	27%	32%	26%	25%	36%	38%	35%	24%	22%	58%	23%	44%	24%	51%	22%	40%	
Improve a lot	(+2)	43	25	18	5	10	5	5	9	6	17	5	14	10	11	1	2	13	10	1	
		4%	5%	3%	5%	5%	3%	3%	7%	4%	6%	3%	5%	13%	3%	2%	2%	10%	4%	1%	
Improve a bit	(+1)	249	138	110	22	48	56	40	26	58	85	39	53	35	73	14	19	55	42	41	
		25%	28%	21%	20%	22%	29%	23%	18%	32%	34%	29%	21%	17%	44%	20%	42%	22%	41%	18%	38%
Stay about the same	(0)	356	174	182	42	72	66	70	48	58	72	111	67	92	26	132	16	26	47	86	40
		35%	35%	35%	38%	34%	34%	41%	34%	32%	40%	38%	37%	30%	34%	36%	48%	31%	35%	37%	37%
Get a bit worse	(-1)	178	73	104	16	44	34	28	27	26	43	32	69	5	74	1	15	11	41	18	
		18%	15%	20%	15%	21%	18%	16%	19%	15%	14%	17%	23%	7%	21%	4%	17%	9%	18%	17%	
Get a lot worse	(-2)	174	77	97	25	37	28	25	30	13	37	39	72	1	70	1	24	6	52	7	
		17%	16%	19%	23%	17%	15%	15%	21%	7%	13%	22%	24%	2%	19%	3%	28%	5%	22%	7%	
NET: Get worse		351	150	201	41	80	63	53	57	39	80	71	141	6	144	2	39	18	93	25	
		35%	30%	39%	37%	38%	33%	31%	40%	22%	27%	39%	46%	8%	40%	7%	45%	13%	40%	23%	
Don't know		10	7	3	1	1	2	4	1	2	2	-	5	-	2	-	-	-	4	-	
		1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	-	1%	-	-	-	2%	-	
Mean		-0.19	-0.08	-0.30	-0.31	-0.23	-0.13	-0.16	-0.30	-0.06	0.12	0.01	-0.34	-0.44	0.61	-0.33	0.36	-0.47	0.43	-0.36	0.11
Standard deviation		1.12	1.12	1.11	1.17	1.13	1.08	1.05	1.19	1.14	0.96	1.09	1.12	1.17	0.86	1.10	0.76	1.18	0.95	1.14	0.93
Standard error		0.04	0.05	0.05	0.14	0.09	0.09	0.08	0.09	0.07	0.05	0.07	0.10	0.07	0.09	0.06	0.13	0.13	0.08	0.07	0.10

## Wythenshawe & Sale East Poll

### CATI Fieldwork : 3rd-5th February 2014

Absolutes/col percents

Table 8

**Q.9 Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and so on - do you think things over the next year or so will improve, get worse, or stay about the same?**

**For you and your family**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	
Unweighted base	1009	466	543	69	178	154	195	179	233	315	252	116	278	90	375	32	83	156	284	90	
Weighted base	1009	494	515	111	212	192	171	141	181	181	295	181	305	78	362	33	86	133	234	107	
NET: Improve	196	107	89	25	44	49	26	24	28	49	60	34	46	34	57	8	12	40	40	27	
	19%	22%	17%	23%	21%	26%	15%	17%	15%	27%	20%	19%	15%	43%	16%	25%	15%	30%	17%	26%	
Improve a lot	(+2)	36	16	21	1	6	7	4	10	7	5	10	4	15	5	14	1	-	5	12	1
		4%	3%	4%	1%	3%	4%	2%	7%	4%	3%	3%	2%	5%	7%	4%	3%	-	4%	5%	1%
Improve a bit	(+1)	160	92	69	24	38	42	22	14	20	45	50	30	31	28	44	7	12	35	28	26
		16%	19%	13%	21%	18%	22%	13%	10%	11%	25%	17%	16%	10%	36%	12%	22%	15%	26%	12%	25%
Stay about the same	(0)	463	235	228	45	89	66	89	74	99	94	137	72	139	35	160	21	37	72	98	49
		46%	47%	44%	41%	42%	35%	52%	52%	54%	52%	46%	40%	46%	45%	44%	64%	43%	54%	42%	46%
Get a bit worse	(-1)	199	89	109	27	46	44	27	25	30	26	56	49	63	9	75	2	22	18	50	19
		20%	18%	21%	24%	22%	23%	16%	17%	16%	14%	19%	27%	21%	12%	21%	7%	25%	14%	21%	17%
Get a lot worse	(-2)	137	54	83	9	31	32	25	18	23	11	39	27	50	-	65	1	14	2	41	9
		14%	11%	16%	8%	15%	17%	14%	13%	12%	6%	13%	15%	17%	-	18%	3%	17%	2%	18%	9%
NET: Get worse		336	144	192	36	77	76	51	42	52	37	95	75	114	9	140	3	36	21	91	28
		33%	29%	37%	32%	37%	40%	30%	30%	29%	20%	32%	42%	37%	12%	39%	11%	42%	15%	39%	26%
Don't know		14	9	5	4	1	-	5	1	3	1	3	-	6	-	4	-	-	1	4	3
		1%	2%	1%	4%	1%	-	3%	1%	2%	*	1%	-	2%	-	1%	-	-	1%	2%	3%
Mean		-0.24	-0.15	-0.33	-0.17	-0.28	-0.27	-0.28	-0.18	-0.22	0.04	-0.22	-0.36	-0.35	0.38	-0.38	0.14	-0.44	0.17	-0.35	-0.08
Standard deviation		1.00	0.96	1.03	0.92	1.02	1.10	0.95	1.02	0.95	0.86	1.00	0.99	1.04	0.78	1.04	0.74	0.94	0.77	1.07	0.91
Standard error		0.03	0.04	0.04	0.11	0.08	0.09	0.07	0.08	0.06	0.05	0.06	0.09	0.06	0.08	0.05	0.13	0.10	0.06	0.06	0.10

## Wythenshawe & Sale East Poll

### CATI Fieldwork : 3rd-5th February 2014

Absolutes/col percents

Table 9

**Q.7 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Unweighted base	1009	466	543	69	178	154	195	179	233	315	252	116	278	90	375	32	83	156	284	90
Weighted base	1009	494	515	111	212	192	171	141	181	181	295	181	305	78	362	33	86	133	234	107
Cameron & Osborne	349	183	166	46	72	72	54	39	67	84	108	74	70	70	72	20	38	107	39	43
	35%	37%	32%	41%	34%	37%	32%	28%	37%	47%	37%	41%	23%	90%	20%	62%	44%	81%	17%	40%
Miliband & Balls	407	201	206	45	75	82	61	70	74	62	109	68	152	4	251	6	24	19	156	38
	40%	41%	40%	40%	35%	43%	36%	50%	41%	34%	37%	38%	50%	5%	69%	17%	28%	15%	67%	35%
Neither	162	80	82	7	30	33	43	24	25	24	45	24	56	1	28	7	18	4	26	20
	16%	16%	16%	7%	14%	17%	25%	17%	14%	13%	15%	13%	18%	1%	8%	21%	21%	3%	11%	18%
Don't know	91	30	61	13	35	6	14	7	16	10	33	15	26	3	11	-	6	2	13	7
	9%	6%	12%	12%	17%	3%	8%	5%	9%	6%	11%	8%	9%	4%	3%	-	7%	2%	6%	6%

## Wythenshawe & Sale East Poll

### CATI Fieldwork : 3rd-5th February 2014

Absolutes/col percents

Table 10

**Q.8 We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives, the Liberal Democrats and the UK Independence Party (UKIP) have done each of the following...?**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Unweighted base	1009	466	543	69	178	154	195	179	233	315	252	116	278	90	375	32	83	156	284	90
Weighted base	1009	494	515	111	212	192	171	141	181	181	295	181	305	78	362	33	86	133	234	107
<b><u>Delivered leaflets or newspapers to your door</u></b>																				
Labour	633 63%	308 62%	326 63%	50 45%	111 53%	126 66%	117 69%	105 74%	124 68%	123 68%	185 63%	105 58%	190 62%	40 51%	260 72%	20 59%	64 75%	88 66%	173 74%	77 72%
Conservatives	353 35%	184 37%	169 33%	25 22%	50 24%	67 35%	67 39%	60 43%	84 46%	90 50%	112 38%	49 27%	88 29%	38 49%	122 34%	12 36%	34 40%	62 47%	82 35%	53 49%
Liberal Democrats	178 18%	94 19%	84 16%	19 17%	30 14%	35 18%	34 20%	27 19%	32 18%	45 25%	50 17%	35 20%	39 13%	15 19%	62 17%	11 32%	16 19%	31 23%	41 18%	34 32%
UK Independence Party (UKIP)	476 47%	245 50%	231 45%	40 36%	86 41%	97 51%	86 50%	78 55%	90 49%	104 57%	143 49%	85 47%	125 41%	30 39%	170 47%	18 54%	59 69%	60 45%	139 60%	74 69%
None of them	242 24%	121 24%	121 24%	45 40%	67 31%	37 19%	32 19%	25 18%	36 20%	32 18%	64 22%	50 27%	83 27%	18 23%	67 19%	8 24%	8 10%	26 20%	31 13%	10 10%
<b><u>Put up posters or billboards in your area</u></b>																				
Labour	137 14%	62 13%	75 14%	15 14%	37 17%	30 16%	25 15%	15 11%	14 8%	28 15%	40 14%	26 15%	36 12%	8 10%	60 17%	2 7%	15 18%	18 13%	44 19%	8 8%
Conservatives	40 4%	24 5%	16 3%	11 10%	7 3%	9 5%	8 4%	3 2%	2 1%	13 7%	14 5%	6 3%	4 1%	4 5%	21 6%	2 5%	3 3%	7 6%	10 4%	5 5%
Liberal Democrats	41 4%	22 4%	20 4%	10 9%	10 5%	11 6%	5 3%	4 3%	1 1%	12 6%	11 4%	14 8%	5 2%	3 4%	17 5%	2 5%	4 5%	5 4%	11 5%	5 5%
UK Independence Party (UKIP)	125 12%	67 14%	58 11%	16 14%	39 19%	27 14%	19 11%	14 10%	9 5%	25 14%	41 14%	25 14%	28 9%	3 4%	48 13%	2 7%	22 26%	12 9%	30 13%	16 15%
None of them	782 78%	382 77%	400 78%	84 75%	147 69%	145 76%	134 78%	116 82%	157 86%	136 75%	235 80%	126 70%	247 81%	67 86%	269 74%	30 90%	53 61%	103 78%	172 74%	85 79%

## Wythenshawe & Sale East Poll

### CATI Fieldwork : 3rd-5th February 2014

Absolutes/col percents

Table 10

**Q.8 We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives, the Liberal Democrats and the UK Independence Party (UKIP) have done each of the following...?**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Weighted base	1009	494	515	111	212	192	171	141	181	181	295	181	305	78	362	33	86	133	234	107
<b><u>Knocked on your door</u></b>																				
Labour	192	89	103	13	36	33	31	34	46	32	71	27	56	8	87	4	24	18	58	17
	19%	18%	20%	12%	17%	17%	18%	24%	25%	18%	24%	15%	18%	10%	24%	12%	28%	14%	25%	16%
Conservatives	41	20	21	2	7	6	6	9	11	11	18	3	7	4	14	-	7	7	14	4
	4%	4%	4%	2%	3%	3%	4%	6%	6%	6%	6%	2%	2%	6%	4%	-	8%	5%	6%	4%
Liberal Democrats	10	4	6	1	2	2	1	2	2	3	3	-	3	1	2	-	1	1	3	1
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	-	1%	2%	1%	-	1%	1%	1%	1%
UK Independence Party (UKIP)	57	34	23	2	17	11	7	10	10	15	20	9	13	-	21	4	13	3	19	10
	6%	7%	5%	2%	8%	6%	4%	7%	6%	9%	7%	5%	4%	-	6%	12%	16%	2%	8%	10%
None of them	762	376	387	96	162	148	132	102	121	132	203	148	238	68	261	25	49	106	162	82
	76%	76%	75%	87%	76%	77%	77%	72%	67%	73%	69%	82%	78%	87%	72%	76%	57%	80%	69%	76%
<b><u>Written a personally addressed letter to you</u></b>																				
Labour	223	103	121	15	36	52	36	33	52	41	74	37	59	12	103	7	18	39	75	27
	22%	21%	23%	14%	17%	27%	21%	23%	29%	23%	25%	20%	19%	16%	28%	20%	21%	29%	32%	25%
Conservatives	131	64	67	9	23	28	20	21	29	37	42	19	30	23	36	3	14	38	24	24
	13%	13%	13%	8%	11%	15%	12%	15%	16%	20%	14%	10%	10%	30%	10%	9%	16%	29%	10%	22%
Liberal Democrats	35	17	18	4	5	7	6	7	6	12	9	6	8	2	17	3	-	2	13	6
	3%	3%	3%	3%	2%	3%	4%	5%	3%	7%	3%	3%	3%	3%	5%	8%	-	1%	5%	5%
UK Independence Party (UKIP)	162	78	84	10	31	38	24	26	33	34	45	33	44	8	59	5	27	23	42	19
	16%	16%	16%	9%	15%	20%	14%	18%	18%	19%	15%	18%	14%	10%	16%	15%	32%	17%	18%	18%
None of them	655	335	320	83	148	111	118	92	101	109	181	121	212	47	220	21	47	69	130	65
	65%	68%	62%	75%	70%	58%	69%	65%	56%	60%	62%	67%	70%	60%	61%	62%	55%	52%	55%	60%

## Wythenshawe & Sale East Poll

### CATI Fieldwork : 3rd-5th February 2014

Absolutes/col percents

Table 10

**Q.8 We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives, the Liberal Democrats and the UK Independence Party (UKIP) have done each of the following...?**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Weighted base	1009	494	515	111	212	192	171	141	181	181	295	181	305	78	362	33	86	133	234	107
<b>Set up stalls or handed out leaflets in your area</b>																				
Labour	219	108	111	17	43	45	36	39	39	39	58	37	76	6	93	7	18	22	60	21
	22%	22%	22%	15%	20%	24%	21%	28%	21%	22%	20%	21%	25%	7%	26%	21%	21%	17%	26%	20%
Conservatives	85	44	41	5	12	23	13	16	17	25	24	11	21	8	25	1	10	15	24	8
	8%	9%	8%	5%	6%	12%	7%	11%	10%	14%	8%	6%	7%	11%	7%	4%	11%	11%	10%	8%
Liberal Democrats	62	32	30	8	7	18	9	13	7	14	17	12	16	2	22	2	5	5	20	6
	6%	6%	6%	7%	3%	9%	5%	9%	4%	7%	6%	7%	5%	3%	6%	5%	6%	4%	9%	6%
UK Independence Party (UKIP)	239	124	115	23	44	58	40	36	37	42	68	45	69	11	85	6	37	28	60	40
	24%	25%	22%	21%	21%	30%	23%	25%	20%	23%	23%	25%	23%	14%	23%	19%	43%	21%	26%	37%
None of them	642	312	331	77	139	105	110	89	121	115	199	109	192	63	216	24	46	90	143	61
	64%	63%	64%	70%	66%	55%	64%	63%	67%	64%	67%	60%	63%	81%	60%	71%	54%	68%	61%	57%
<b>Phoned you</b>																				
Labour	68	29	39	4	6	8	10	10	30	11	10	11	32	5	36	2	1	11	22	6
	7%	6%	8%	3%	3%	4%	6%	7%	17%	6%	3%	6%	11%	6%	10%	6%	1%	8%	9%	6%
Conservatives	13	4	8	1	1	4	2	1	4	6	3	1	1	1	7	-	-	5	2	-
	1%	1%	2%	1%	1%	2%	1%	1%	2%	3%	1%	1%	*	1%	2%	-	-	3%	1%	-
Liberal Democrats	5	3	2	-	1	3	-	*	2	1	1	-	2	-	3	-	1	-	4	-
	1%	1%	*	-	*	1%	-	*	1%	1%	*	-	1%	-	1%	-	1%	-	2%	-
UK Independence Party (UKIP)	15	10	5	2	1	5	2	3	2	3	4	2	5	-	6	-	3	-	7	2
	1%	2%	1%	2%	*	2%	1%	2%	1%	2%	1%	1%	2%	-	2%	-	3%	-	3%	1%
None of them	919	453	466	104	205	175	158	129	146	164	278	168	267	73	317	31	81	119	203	99
	91%	92%	91%	94%	97%	91%	92%	92%	81%	91%	94%	93%	88%	93%	88%	94%	95%	90%	87%	93%

## Wythenshawe & Sale East Poll

### CATI Fieldwork : 3rd-5th February 2014

Absolutes/col percents

Table 10

**Q.8 We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives, the Liberal Democrats and the UK Independence Party (UKIP) have done each of the following...?**

**Base: All respondents**

	Gender			Age						SEG				Voting Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem
Weighted base	1009	494	515	111	212	192	171	141	181	181	295	181	305	78	362	33	86	133	234	107
<b><u>Sent you an email</u></b>																				
Labour	15 1%	6 1%	9 2%	4 4%	1 *	-	3 2%	4 3%	3 2%	4 2%	2 1%	-	8 3%	-	11 3%	-	1 1%	1 1%	7 3%	2 1%
Conservatives	2 *	1 *	1 *	-	-	-	1 1%	-	1 *	-	-	-	2 1%	-	2 1%	-	-	-	1 *	-
Liberal Democrats	4 *	3 1%	1 *	-	-	2 1%	1 1%	-	1 *	1 *	-	-	2 1%	-	4 1%	-	-	-	3 1%	-
UK Independence Party (UKIP)	7 1%	3 1%	4 1%	-	-	1 *	4 2%	1 1%	1 1%	1 *	2 1%	-	4 1%	-	3 1%	-	3 3%	1 1%	2 1%	3 3%
None of them	988 98%	485 98%	503 98%	106 96%	211 100%	190 99%	166 97%	137 97%	177 97%	176 97%	290 98%	181 100%	294 97%	78 100%	349 96%	33 100%	82 95%	131 99%	224 96%	103 96%

**Wythenshawe & Sale East Poll**  
**CATI Fieldwork : 3rd-5th February 2014**

Absolutes/col percents

Table 11  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1009	1009
Weighted base	1009	1009
Male	466 46%	494 49%
Female	543 54%	515 51%



**Wythenshawe & Sale East Poll**  
**CATI Fieldwork : 3rd-5th February 2014**

Absolutes/col percents

Table 12

**Age****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1009	1009
Weighted base	1009	1009
18-24	69 7%	111 11%
25-34	178 18%	212 21%
35-44	154 15%	192 19%
45-54	195 19%	171 17%
55-64	179 18%	141 14%
65 or older	233 23%	181 18%
Refused	1 *	1 *

**Wythenshawe & Sale East Poll**  
**CATI Fieldwork : 3rd-5th February 2014**

Absolutes/col percents

Table 13

**SEG****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1009	1009
Weighted base	1009	1009
A	88 9%	49 5%
B	227 22%	132 13%
C1	252 25%	295 29%
C2	116 11%	181 18%
D	124 12%	153 15%
E	154 15%	152 15%
Refused	48 5%	48 5%

## Wythenshawe & Sale East Poll

### CATI Fieldwork : 3rd-5th February 2014

Absolutes/col percents

Table 14

**Q.3 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?**

**Could you tell me which party you voted for at the last general election in May 2010?**

**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1009	1009
Weighted base	1009	1009
Conservative	156 15%	133 13%
Labour	284 28%	234 23%
Liberal Democrats	90 9%	107 11%
The Independence Party (UKIP)	17 2%	18 2%
The Green Party	4 *	2 *
The British National party (BNP)	2 *	16 2%
Another party	2 *	2 *
Did not vote	301 30%	355 35%
Can't remember	39 4%	41 4%
Refused	76 8%	62 6%
Don't know	38 4%	38 4%