

WYTHENSHAW & SALE EAST BY-ELECTION POLL
LORD ASHCROFT KCMG PC
FEBRUARY 2014

1,009 adults were interviewed by telephone in the Wythenshawe & Sale East constituency between 3 and 5 February 2014. Results have been weighted to be representative of all adults living in the constituency.

- 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.**

Which party's candidate do you expect to vote for in the by election? Will it be [rotate]:

Daniel Critchlow, the Conservative Party candidate
 Michael Kane, the Labour Party candidate
 Mary Di Mauro, the Liberal Democrat candidate
 John Bickley, the UK Independence Party (UKIP) candidate

or another party's candidate? [If 'another party'] Would that be [rotate]:

Captain Chaplington-Smythe, the Monster Raving Loony Party candidate
 Eddy O'Sullivan, the British National Party (BNP) candidate
 Nigel Woodcock, the Green Party candidate

[Change since 2010 election]

Labour	61 [+17]
UK Independence Party	15 [+12]
Conservative	14 [-12]
Liberal Democrat	5 [-17]
Other	4 [-1]

- 2. What part, if any, did the following reasons play in your decision to vote for [...]?**
 [All those saying they intend to vote Labour, UKIP, Conservative or Liberal Democrat]

<i>% saying the reason applied</i>	ALL	Lab voters	UKIP voters	Con voters	Lib Dem voters
They had the best candidate locally	74	78	74	65	58
They had the best leader nationally	69	71	56	83	51
They are the party I'd like to win the next election nationally	89	92	85	81	89
It is a tactical vote to to try and prevent another party from winning locally	48	49	61	31	53
A message that I'm unhappy with the party I usually support nationally	46	43	78	26	47
A general protest to show I'm unhappy with all the main parties at the moment	59	56	90	38	60

3. Which of the following statements do you most agree with?

	ALL	Lab voters	UKIP voters	Con voters	Lib Dem voters
I am satisfied with the job David Cameron is doing overall as PM	19	10	14	64	18
I am dissatisfied with the job David Cameron is doing overall as PM, BUT I'd still prefer to have him as PM than Ed Miliband as PM	21	14	38	26	52
I am dissatisfied with the job David Cameron is doing overall as PM, AND I'd prefer to have Ed Miliband as PM instead	43	72	36	8	17
Refused/Don't know	17	4	12	2	13

4. 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 / for you and your family?

	ALL	Lab voters	UKIP voters	Con voters	Lib Dem voters
Country as a whole					
Improve	29	23	24	58	44
Stay the same	35	36	31	34	48
Get worse	35	40	45	8	7
Me and my family					
Improve	19	16	15	43	25
Stay the same	46	44	43	45	64
Get worse	33	39	42	12	11

5. With our economy facing challenges in the months ahead, whom 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?

	ALL	Lab voters	UKIP voters	Con voters	Lib Dem voters
Cameron and Osborne	35	20	44	90	62
Miliband and Balls	40	69	28	5	17
Neither/Don't know	25	11	28	5	21

6. 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, UKIP, the Liberal Democrats and the Conservatives have done each of the following:

	Lab	UKIP	Con	Lib Dem
Delivered leaflets or newspapers to your door	63	47	35	18
Put up posters or billboards in your area	14	12	4	4
Knocked on your door	19	6	4	1
Written a personally addressed letter to you	22	16	13	3
Set up stalls or handed out leaflets in your area	22	24	8	6
Phoned you	7	1	1	1
Sent you an email	1	1	-	-