

HEYWOOD & MIDDLETON BY-ELECTION POLL

6 OCTOBER 2014

1,000 adults in the Heywood & Middleton constituency were interviewed by telephone between 30 September and 4 October 2014. Results have been weighted to be representative of all adults in the constituency. Results are weighted to take account of actual and recalled past vote at the last general election and stated likelihood to turn out at the by-election. A proportion of those who don't know or refuse to say how they will vote are re-allocated to the party they voted for at the 2010 general election. Full data tables are available at www.LordAshcroftPolls.com.

1. Which party's candidate do you expect to vote for in the by-election?
(Comparison with 2010 general election)

Liz McInnes, the Labour Party candidate	47% (+7)
Jon Bickley, the UK Independence Party (UKIP) candidate	28% (+25)
Iain Gartside, the Conservative Party candidate	16% (-11)
Anthony Smith, the Liberal Democrat candidate	5% (-18)
Abi Jackson, the Green Party candidate	4% (+4)

2. Are you fairly sure that is what you'll do at the by-election, or do you think you may well change your mind between now and then?

	%	ALL	Lab voters	UKIP voters	Con voters	LD voters	Green voters
Fairly sure I will do what I said	87	87	88	90	90	65	70
I may well change my mind	13	13	12	10	10	35	30

3. Which, if any, of the following reasons played a part in your decision to vote for ...

<i>% saying the reason played a "large part"</i>	ALL	Con voters	Lab voters	UKIP voters
They have the best policies on particular issues I care about	79	84	78	77
They are the party I'd like to win the next general election nationally	70	81	80	57
The party has the best candidate locally	46	43	53	36
The party has the best leader nationally	43	73	39	41
A protest to show I'm unhappy with all the main parties at the moment	35	13	25	61
It is a tactical vote to try to prevent another party from winning locally	30	21	30	31
To send a message that I'm unhappy with the party I usually support	29	25	19	49

4. Thinking about your and your family's own personal situation, which of these statements comes closest to your view?

	%	ALL	Con voters	Lab voters	UKIP voters
I am already feeling some of the benefits of an economic recovery	17	17	45	10	18
I am not feeling the benefits of an economic recovery yet but I expect to do so	38	38	45	48	29
I am not feeling the benefits of an economic recovery and I don't expect to	45	45	10	42	54

5. Have any of the main political parties contacted you over the last few weeks – whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door? Have you heard from...

	From Cons	From LDs	From Labour	From UKIP
% who have heard ...	29	28	69	68