

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 1

Q.1 Many local people are saying that they probably won't vote at all when the by-election happens on January 13th, while others say they definitely will vote. Please say how likely you are to vote in the by-election here?

Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			LibDem 2010, Lab Now	Work Sector	
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem		Public Sector	Pri- vate Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
Certain to vote	(10) 750	371	379	130	303	317	159	204	102	284	58	241	144	245	148	190	182	44	111	269
	50%	51%	49%	30%	52%	64%	55%	49%	40%	53%	58%	67%	68%	49%	63%	60%	60%	81%	51%	44%
(9)	80	37	43	28	25	28	20	27	9	24	14	16	16	30	19	17	20	4	12	33
	5%	5%	6%	6%	4%	6%	7%	6%	4%	5%	14%	5%	8%	6%	8%	5%	6%	8%	5%	5%
(8)	124	57	67	43	43	38	25	41	20	38	10	38	16	56	14	27	28	3	22	54
	8%	8%	9%	10%	8%	8%	9%	10%	8%	7%	10%	11%	7%	11%	6%	8%	9%	6%	10%	9%
(7)	61	25	37	24	25	12	13	21	10	18	4	18	6	30	8	14	12	1	5	30
	4%	3%	5%	6%	4%	2%	5%	5%	4%	3%	4%	5%	3%	6%	3%	5%	4%	2%	2%	5%
(6)	27	13	14	10	14	4	5	8	3	11	4	3	12	7	4	6	9	-	1	18
	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	4%	1%	6%	1%	2%	2%	3%	-	1%	3%
(5)	125	51	74	47	56	22	20	30	32	42	9	32	11	62	12	22	18	1	16	60
	8%	7%	9%	11%	10%	4%	7%	7%	12%	8%	9%	9%	5%	12%	5%	7%	6%	1%	7%	10%
(4)	31	15	17	18	9	5	4	7	11	10	1	5	1	17	4	4	12	1	3	16
	2%	2%	2%	4%	2%	1%	1%	2%	4%	2%	1%	1%	1%	3%	2%	1%	4%	2%	1%	3%
(3)	27	11	17	12	11	4	2	10	8	7	*	2	1	16	1	1	1	-	6	16
	2%	1%	2%	3%	2%	1%	1%	2%	3%	1%	*	1%	1%	3%	1%	*	*	-	3%	3%
(2)	25	14	11	9	12	4	3	8	3	11	-	4	3	15	*	3	5	-	5	11
	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%	-	1%	1%	3%	*	1%	1%	-	2%	2%
Definitely would not vote	(1) 230	121	109	109	72	49	36	54	54	87	-	-	-	-	21	29	15	-	35	96
	15%	17%	14%	25%	13%	10%	13%	13%	21%	16%	-	-	-	-	9%	9%	5%	-	16%	16%
Refused	3	2	2	-	-	3	*	1	-	2	-	-	-	3	-	1	1	-	-	*
	*	*	*	-	-	1%	*	*	-	*	-	-	-	1%	-	*	*	-	-	*
Don't know	18	8	10	3	7	8	1	4	7	7	-	-	-	18	3	2	4	-	1	5
	1%	1%	1%	1%	1%	2%	*	1%	3%	1%	-	-	-	4%	1%	1%	1%	-	1%	1%
Mean	7.37	7.35	7.40	6.04	7.54	8.36	7.86	7.52	6.51	7.40	8.86	8.91	8.99	8.10	8.38	8.20	8.39	9.55	7.36	7.08
Standard deviation	3.40	3.49	3.32	3.62	3.28	2.94	3.16	3.27	3.62	3.46	1.73	1.89	1.83	2.44	2.84	2.90	2.59	1.19	3.49	3.41
Standard error	0.09	0.13	0.12	0.20	0.13	0.12	0.13	0.21	0.26	0.16	0.19	0.09	0.12	0.11	0.21	0.15	0.14	0.15	0.20	0.15

Prepared by Populus for Lord Ashcroft

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Absolutes/col percents

Table 2

Q.2 How will you vote in next week's by-election?**Base: All respondents**

	Gender			Age			SEG				Vote Intention				Vote in 2010			Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
Kashif Ali the Conservative Party candidate	101 7%	53 7%	48 6%	29 7%	46 8%	26 5%	21 7%	34 8%	24 9%	22 4%	101 100%	-	-	-	71 30%	5 2%	5 2%	-	13 6%	55 9%
Debbie Abrahams the Labour Party candidate	358 24%	177 24%	182 23%	94 22%	146 25%	118 24%	77 27%	91 22%	49 19%	141 26%	-	358 100%	-	-	21 9%	200 63%	55 18%	55 100%	59 27%	132 22%
Elwyn Watkins the Liberal Democrat candidate	211 14%	100 14%	111 14%	41 9%	78 13%	93 19%	39 13%	75 18%	25 10%	73 14%	-	-	211 100%	-	51 22%	10 3%	107 35%	-	28 13%	79 13%
The UK Independence Party (UKIP)	40 3%	30 4%	11 1%	4 1%	20 4%	16 3%	11 4%	3 1%	3 1%	23 4%	-	-	-	-	4 2%	5 2%	9 3%	-	7 3%	17 3%
The Green Party	19 1%	8 1%	11 1%	2 *	11 2%	6 1%	4 1%	11 3%	1 1%	2 *	-	-	-	-	-	4 1%	7 2%	-	3 1%	9 1%
The British National Party (BNP)	32 2%	23 3%	9 1%	7 2%	10 2%	15 3%	2 1%	5 1%	10 4%	15 3%	-	-	-	-	7 3%	1 *	2 1%	-	4 2%	13 2%
The English Democrats	5 *	1 *	4 1%	2 1%	-	3 1%	1 *	1 *	1 1%	2 *	-	-	-	-	-	-	4 1%	-	-	1 *
For some other party	6 *	5 1%	1 *	-	4 1%	2 *	2 1%	-	-	4 1%	-	-	-	-	1 1%	1 *	-	-	-	2 *
Will not vote	230 15%	121 17%	109 14%	109 25%	72 13%	49 10%	36 13%	54 13%	54 21%	87 16%	-	-	-	-	21 9%	29 9%	15 5%	-	35 16%	96 16%
Refused	178 12%	73 10%	105 13%	35 8%	57 10%	87 18%	31 11%	46 11%	22 9%	78 14%	-	-	-	178 36%	11 4%	19 6%	18 6%	-	19 9%	63 10%
Don't know	323 21%	134 18%	189 24%	110 25%	132 23%	81 16%	64 22%	95 23%	68 26%	95 18%	-	-	-	323 64%	48 20%	42 13%	84 27%	-	51 23%	140 23%

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Table 3

Q.1 Many local people are saying that they probably won't vote at all when the by-election happens on January 13th, while others say they definitely will vote. Please say how likely you are to vote in the by-election here?

Q.2 How will you vote in next week's by-election?

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender		Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	609	317	292	92	246	271	255	107	65	183	61	320	170	-	98	232	186	55	136	185
Weighted base	565	297	268	110	234	220	120	166	73	205	74	266	159	-	123	176	148	46	89	210
Kashif Ali the Conservative Party candidate	74 13%	41 14%	33 12%	20 18%	34 14%	20 9%	17 14%	24 14%	18 24%	15 8%	74 100%	-	-	-	57 46%	4 2%	4 3%	-	11 12%	39 19%
Debbie Abrahams the Labour Party candidate	266 47%	133 45%	133 50%	60 55%	109 46%	97 44%	59 49%	70 42%	33 45%	104 51%	-	266 100%	-	-	15 12%	157 89%	46 31%	46 100%	44 50%	91 43%
Elwyn Watkins the Liberal Democrat candidate	159 28%	81 27%	79 29%	23 21%	60 25%	77 35%	31 26%	60 36%	15 20%	54 26%	-	-	159 100%	-	42 34%	6 3%	82 55%	-	23 25%	55 26%
The UK Independence Party (UKIP)	28 5%	20 7%	8 3%	1 1%	17 7%	10 5%	7 6%	2 1%	2 3%	16 8%	-	-	-	-	2 2%	4 2%	8 5%	-	5 6%	12 6%
The Green Party	12 2%	5 2%	7 3%	2 2%	6 3%	4 2%	2 2%	6 4%	1 2%	2 1%	-	-	-	-	-	3 2%	4 3%	-	2 3%	6 3%
The British National Party (BNP)	19 3%	15 5%	4 1%	2 2%	7 3%	10 5%	1 1%	3 2%	4 5%	11 6%	-	-	-	-	5 4%	1 *	1 1%	-	3 4%	6 3%
The English Democrats	3 1%	* *	3 1%	2 2%	-	1 1%	1 1%	* *	1 2%	1 *	-	-	-	-	-	-	3 2%	-	-	1 *
For some other party	3 1%	2 1%	1 *	-	2 1%	1 1%	2 2%	-	-	1 1%	-	-	-	-	1 1%	1 *	-	-	-	1 1%

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Col percents

Table 4
Published Voting Intention

	<u>Total</u>
Conservative	15%
Labour	46%
Liberal Democrat	29%
Other	10%

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Absolutes/col percents

Table 5

Q.3 Are you fairly sure that you're going to vote for ... in the by-election on January 13th, or do you think you may change your mind between now and then?

Base: All respondents expressing an intention to vote

	Gender		Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	805	410	395	144	324	337	327	139	94	245	82	419	219	-	125	293	232	66	172	262
Weighted base	772	396	376	179	316	277	157	220	114	281	101	358	211	-	155	226	189	55	113	308
Fairly sure I will vote for ...	674	350	324	144	276	254	141	200	94	239	86	325	185	-	135	201	172	52	104	265
	87%	88%	86%	80%	87%	92%	90%	91%	82%	85%	86%	91%	87%	-	87%	89%	91%	95%	92%	86%
I may change my mind	86	41	46	28	39	19	16	20	17	34	14	31	20	-	17	25	16	3	8	38
	11%	10%	12%	16%	12%	7%	10%	9%	15%	12%	14%	9%	10%	-	11%	11%	9%	5%	7%	12%
Refused	2	2	-	2	-	-	-	-	2	-	-	-	2	-	2	-	-	-	-	2
	*	*	-	1%	-	-	-	-	2%	-	-	-	1%	-	1%	-	-	-	-	1%
Don't know	10	4	7	5	1	4	1	-	1	8	-	3	5	-	1	-	1	-	1	3
	1%	1%	2%	3%	*	1%	*	-	1%	3%	-	1%	2%	-	1%	-	*	-	1%	1%

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Absolutes/col percents

Table 6

Q.4 If you change your mind, and end up not voting for ... what are you most likely to do instead - vote for another party or not vote?

Base: All respondents who may change their mind who to vote for

	Gender		Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Pri- vate Sector
Unweighted base	82	39	43	24	36	22	31	12	13	26	10	33	20	-	14	27	22	4	12	33
Weighted base	86	41	46	28	39	19	16	20	17	34	14	31	20	-	17	25	16	3	8	38
Vote for another party	43 50%	21 51%	22 49%	9 32%	26 66%	8 43%	9 58%	12 62%	6 33%	16 48%	8 54%	12 40%	11 55%	-	10 56%	15 60%	10 63%	2 78%	7 86%	21 56%
Not vote	41 47%	20 49%	21 45%	19 68%	11 29%	10 52%	7 42%	7 38%	12 67%	15 44%	7 46%	17 54%	8 41%	-	8 44%	10 40%	5 32%	1 22%	1 14%	15 39%
Don't know	3 3%	-	3 6%	-	2 5%	1 4%	-	-	-	3 8%	-	2 6%	1 4%	-	-	-	1 5%	-	-	2 5%

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Table 7

Q.4a Which other party are you most likely to vote for?**Base: All respondents who may change their mind and vote for another party**

	Gender		Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	45	23	22	10	24	11	19	8	5	13	6	15	12	-	8	16	15	3	9	19
Weighted base	43	21	22	9	26	8	9	12	6	16	8	12	11	-	10	15	10	2	7	21
The Conservative Party	8 19%	6 27%	3 12%	* 3%	6 21%	2 30%	1 15%	1 11%	1 18%	4 28%	-	* 2%	7 60%	-	7 67%	* 2%	1 14%	-	3 46%	3 12%
The Labour Party	13 31%	6 31%	7 30%	3 38%	9 34%	1 12%	* 5%	7 54%	2 41%	4 24%	4 47%	-	4 33%	-	-	4 26%	3 29%	-	2 29%	7 33%
The Liberal Democrats	10 23%	2 7%	8 37%	4 40%	4 15%	2 28%	3 30%	2 19%	-	5 29%	2 22%	8 63%	-	-	1 8%	6 40%	3 30%	2 78%	* 7%	5 25%
The UK Independence Party (UKIP)	6 14%	2 8%	5 20%	1 7%	5 19%	1 8%	2 22%	2 15%	1 24%	1 7%	2 31%	1 8%	* 3%	-	2 25%	3 23%	* 3%	-	-	4 19%
The Green Party	1 3%	1 7%	-	-	* 2%	1 12%	* 4%	-	1 16%	-	-	-	-	-	-	* 3%	1 9%	-	-	1 6%
The British National Party (BNP)	1 2%	1 4%	-	-	-	1 10%	-	-	-	1 5%	-	1 7%	-	-	-	1 6%	-	-	-	-
The English Democrats	* 1%	* 2%	-	* 5%	-	-	* 5%	-	-	-	-	-	-	-	-	-	* 5%	-	* 7%	-
Some other party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3 7%	3 14%	-	1 6%	2 9%	-	2 19%	-	-	1 7%	-	2 19%	* 4%	-	-	-	1 9%	1 22%	1 12%	1 4%

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Absolutes/col percents

Table 8

Q.7 Please rate the following people for their performance?**David Cameron, the Prime Minister****Base: All respondents**

	Gender			Age			SEG				Vote Intention				Vote in 2010			LibDem 2010, Lab Now	Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem		Public Sector	Pri- vate Sector	
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507	
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607	
Excellent	(10)	48 3%	18 2%	30 4%	6 1%	14 2%	28 6%	5 2%	13 3%	11 4%	19 4%	13 13%	2 *	11 5%	17 3%	20 9%	3 1%	9 3%	- -	4 2%	15 2%
	(9)	35 2%	12 2%	23 3%	7 2%	10 2%	18 4%	9 3%	7 2%	2 1%	17 3%	10 10%	4 1%	12 6%	8 2%	16 7%	3 1%	7 2%	1 3%	3 1%	12 2%
	(8)	160 11%	93 13%	66 9%	31 7%	65 11%	63 13%	31 11%	52 13%	31 12%	45 8%	31 31%	10 3%	52 24%	47 9%	67 28%	13 4%	29 9%	1 2%	21 10%	64 11%
	(7)	171 11%	92 13%	79 10%	48 11%	77 13%	47 9%	51 18%	38 9%	31 12%	51 9%	24 24%	22 6%	41 19%	56 11%	46 19%	24 8%	40 13%	2 4%	21 10%	86 14%
	(6)	142 9%	67 9%	75 10%	44 10%	50 9%	48 10%	30 10%	42 10%	27 11%	43 8%	10 10%	31 9%	25 12%	63 13%	21 9%	28 9%	37 12%	2 5%	20 9%	74 12%
	(5)	238 16%	108 15%	130 17%	87 20%	72 12%	80 16%	54 19%	66 16%	39 15%	80 15%	7 7%	60 17%	29 14%	92 18%	26 11%	54 17%	53 17%	12 21%	42 19%	94 16%
	(4)	102 7%	48 7%	55 7%	31 7%	42 7%	28 6%	20 7%	23 5%	23 9%	37 7%	- -	30 8%	8 4%	41 8%	3 1%	24 7%	28 9%	4 7%	19 9%	30 5%
	(3)	92 6%	42 6%	50 6%	27 6%	41 7%	25 5%	20 7%	37 9%	10 4%	25 5%	2 2%	31 9%	9 4%	29 6%	5 2%	27 8%	30 10%	8 15%	23 11%	34 6%
	(2)	102 7%	50 7%	52 7%	40 9%	43 7%	20 4%	15 5%	29 7%	15 6%	44 8%	- -	37 10%	7 3%	30 6%	12 5%	24 8%	18 6%	5 8%	12 5%	55 9%
Terrible	(1)	328 22%	163 22%	165 21%	86 20%	130 23%	112 23%	41 14%	78 19%	61 24%	148 27%	3 3%	125 35%	15 7%	75 15%	17 7%	104 33%	48 16%	18 32%	44 20%	111 18%
NET: 8-10		243 16%	124 17%	119 15%	43 10%	89 15%	110 22%	45 16%	72 17%	45 17%	81 15%	54 53%	15 4%	74 35%	72 14%	103 44%	20 6%	44 14%	2 4%	28 13%	91 15%
NET: 4-7		653 43%	314 43%	339 43%	209 48%	241 42%	202 41%	154 53%	169 41%	119 46%	211 39%	41 41%	142 40%	102 48%	251 50%	95 41%	130 41%	157 51%	21 37%	101 47%	285 47%
NET: 1-3		522 35%	255 35%	267 34%	152 35%	214 37%	156 32%	76 26%	144 35%	86 33%	216 40%	5 5%	193 54%	30 14%	134 27%	34 14%	154 49%	96 31%	30 55%	79 36%	200 33%
Refused		15 1%	7 1%	9 1%	- -	7 1%	8 2%	5 2%	3 1%	2 1%	6 1%	- -	1 *	- -	14 3%	- -	* *	- -	- -	1 1%	6 1%

Prepared by Populus for Lord Ashcroft

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Absolutes/col percents

Table 8

Q.7 Please rate the following people for their performance?**David Cameron, the Prime Minister****Base: All respondents**

	Gender		Age			SEG				Vote Intention			Vote in 2010			LibDem 2010, Lab Now	Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con		Lab	LibDem	Public Sector	Pri- vate Sector
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
Don't know	69	24	45	28	26	16	8	27	7	27	-	6	5	30	3	12	9	2	8	26
	5%	3%	6%	6%	4%	3%	3%	6%	3%	5%	-	2%	2%	6%	1%	4%	3%	3%	4%	4%
Mean	4.61	4.62	4.59	4.36	4.52	4.92	5.06	4.66	4.67	4.28	7.38	3.35	6.25	4.87	6.55	3.62	4.80	3.34	4.41	4.75
Standard deviation	2.71	2.71	2.72	2.47	2.71	2.89	2.47	2.67	2.75	2.82	1.88	2.30	2.34	2.51	2.47	2.44	2.50	2.21	2.49	2.62
Standard error	0.07	0.10	0.10	0.14	0.11	0.12	0.10	0.17	0.20	0.14	0.21	0.11	0.16	0.12	0.18	0.12	0.13	0.28	0.15	0.12

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Table 9

Q.7 Please rate the following people for their performance?**Nick Clegg, the Deputy Prime Minister****Base: All respondents**

	Gender			Age			SEG				Vote Intention				Vote in 2010			LibDem 2010, Lab Now	Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem		Public Sector	Private Sector	
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507	
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607	
Excellent	(10)	25 2%	12 2%	13 2%	2 *	11 2%	12 3%	2 1%	6 1%	5 2%	11 2%	1 1%	3 1%	9 4%	9 2%	3 1%	2 1%	8 3%	1 2%	2 1%	9 1%
	(9)	12 1%	4 1%	7 1%	1 *	3 *	8 2%	2 1%	2 *	1 *	7 1%	1 1%	2 *	5 2%	4 1%	5 2%	1 *	5 2%	1 3%	2 1%	2 *
	(8)	73 5%	30 4%	43 5%	17 4%	22 4%	34 7%	16 6%	26 6%	9 3%	22 4%	12 12%	6 2%	35 17%	13 3%	25 10%	7 2%	23 8%	* 1%	12 6%	25 4%
	(7)	129 9%	53 7%	76 10%	30 7%	54 9%	45 9%	29 10%	43 10%	15 6%	42 8%	18 18%	4 1%	45 21%	46 9%	24 10%	13 4%	31 10%	- -	13 6%	60 10%
	(6)	122 8%	68 9%	53 7%	26 6%	54 9%	41 8%	36 12%	22 5%	30 12%	34 6%	14 14%	17 5%	27 13%	50 10%	42 18%	15 5%	31 10%	2 4%	13 6%	61 10%
	(5)	283 19%	123 17%	160 20%	100 23%	103 18%	79 16%	55 19%	89 21%	52 20%	86 16%	23 23%	62 17%	45 21%	105 21%	48 20%	58 18%	62 20%	9 17%	46 21%	119 20%
	(4)	145 10%	73 10%	72 9%	51 12%	50 9%	44 9%	29 10%	35 8%	31 12%	49 9%	14 14%	36 10%	16 7%	50 10%	32 13%	22 7%	34 11%	8 15%	21 10%	58 9%
	(3)	130 9%	63 9%	67 9%	42 10%	53 9%	35 7%	25 9%	39 9%	26 10%	41 8%	7 7%	39 11%	7 3%	49 10%	11 5%	36 11%	29 10%	9 16%	25 11%	57 9%
	(2)	126 8%	62 9%	64 8%	34 8%	51 9%	41 8%	24 8%	29 7%	19 7%	54 10%	5 5%	36 10%	7 3%	37 7%	18 8%	32 10%	18 6%	5 8%	14 6%	54 9%
Terrible	(1)	362 24%	203 28%	159 20%	92 21%	144 25%	126 26%	55 19%	91 22%	63 25%	153 28%	4 4%	143 40%	10 5%	87 17%	23 10%	116 37%	52 17%	19 34%	59 27%	123 20%
NET: 8-10		109 7%	46 6%	64 8%	20 5%	36 6%	54 11%	21 7%	33 8%	15 6%	40 7%	15 15%	11 3%	49 23%	27 5%	33 14%	10 3%	37 12%	3 6%	16 7%	37 6%
NET: 4-7		678 45%	317 44%	361 46%	207 48%	262 45%	210 43%	149 52%	189 46%	128 50%	212 39%	69 68%	120 33%	134 63%	252 50%	145 62%	108 34%	158 52%	20 36%	94 43%	298 49%
NET: 1-3		618 41%	328 45%	289 37%	168 39%	248 43%	202 41%	104 36%	159 38%	108 42%	247 46%	16 16%	218 61%	24 11%	174 35%	53 22%	184 58%	99 33%	32 58%	98 45%	234 39%
Refused		16 1%	6 1%	10 1%	1 *	7 1%	7 2%	5 2%	3 1%	2 1%	6 1%	- -	1 *	- -	14 3%	- -	* *	- -	- -	1 1%	6 1%

Prepared by Populus for Lord Ashcroft

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 9

Q.7 Please rate the following people for their performance?**Nick Clegg, the Deputy Prime Minister****Base: All respondents**

	Gender		Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Pri- vate Sector
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
Don't know	83	28	55	38	25	20	10	31	5	37	1	8	5	34	4	13	11	*	9	33
	5%	4%	7%	9%	4%	4%	4%	7%	2%	7%	1%	2%	2%	7%	2%	4%	4%	1%	4%	5%
Mean	3.96	3.75	4.16	3.85	3.91	4.11	4.24	4.10	3.90	3.73	5.39	2.92	5.95	4.20	4.99	3.09	4.56	3.21	3.76	4.09
Standard deviation	2.41	2.40	2.41	2.16	2.41	2.61	2.31	2.41	2.30	2.51	1.98	2.07	2.11	2.28	2.21	2.17	2.44	2.22	2.33	2.32
Standard error	0.06	0.09	0.09	0.13	0.10	0.11	0.10	0.16	0.16	0.12	0.22	0.10	0.14	0.11	0.16	0.11	0.13	0.28	0.14	0.11

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 10

Q.7 Please rate the following people for their performance?**Ed Miliband, the Labour Party leader****Base: All respondents**

	Gender		Age			SEG				Vote Intention				Vote in 2010			LibDem 2010, Lab Now	Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab		LibDem	Public Sector	Private Sector	
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507	
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607	
Excellent	(10)	48 3%	22 3%	26 3%	14 3%	17 3%	17 3%	3 1%	7 2%	10 4%	28 5%	-	35 10%	-	10 2%	-	25 8%	8 3%	5 10%	2 1%	17 3%
	(9)	25 2%	14 2%	11 1%	4 1%	10 2%	12 2%	4 1%	7 2%	3 1%	11 2%	1 1%	20 6%	3 1%	2 *	2 1%	17 5%	2 1%	1 2%	4 2%	9 2%
	(8)	76 5%	32 4%	44 6%	15 3%	28 5%	33 7%	14 5%	19 5%	8 3%	34 6%	3 3%	50 14%	8 4%	11 2%	7 3%	40 13%	12 4%	6 11%	11 5%	23 4%
	(7)	115 8%	58 8%	57 7%	32 7%	55 10%	28 6%	23 8%	33 8%	16 6%	43 8%	6 5%	62 17%	10 5%	26 5%	2 1%	53 17%	27 9%	11 21%	20 9%	45 7%
	(6)	137 9%	72 10%	65 8%	54 12%	43 7%	40 8%	33 11%	46 11%	23 9%	35 6%	9 9%	59 16%	16 8%	38 8%	14 6%	47 15%	32 11%	11 19%	18 8%	62 10%
	(5)	279 19%	135 19%	143 18%	92 21%	110 19%	77 16%	60 21%	86 21%	43 17%	90 17%	15 15%	59 16%	35 17%	107 21%	38 16%	55 17%	65 21%	13 24%	52 24%	124 20%
	(4)	142 9%	56 8%	86 11%	43 10%	47 8%	52 10%	36 13%	34 8%	25 10%	48 9%	7 7%	30 8%	32 15%	41 8%	16 7%	28 9%	38 12%	2 3%	20 9%	53 9%
	(3)	124 8%	62 9%	62 8%	35 8%	46 8%	44 9%	27 10%	36 9%	19 8%	41 8%	12 12%	8 2%	32 15%	53 11%	28 12%	10 3%	32 11%	2 3%	27 12%	41 7%
	(2)	108 7%	62 9%	46 6%	11 3%	64 11%	32 7%	22 8%	24 6%	13 5%	48 9%	21 21%	7 2%	20 9%	29 6%	36 15%	5 2%	14 4%	1 2%	13 6%	55 9%
Terrible	(1)	252 17%	143 20%	109 14%	52 12%	95 16%	106 21%	36 13%	73 18%	52 20%	90 17%	23 22%	7 2%	39 19%	93 19%	72 31%	15 5%	41 14%	* 1%	31 14%	101 17%
NET: 8-10		149 10%	68 9%	81 10%	33 8%	55 9%	61 12%	21 7%	33 8%	22 8%	73 14%	3 3%	105 29%	10 5%	23 5%	8 4%	82 26%	22 7%	13 23%	17 8%	49 8%
NET: 4-7		673 45%	322 44%	351 45%	221 51%	256 44%	196 40%	152 53%	198 48%	107 42%	216 40%	36 35%	209 58%	93 44%	212 42%	70 30%	183 58%	162 53%	37 67%	110 50%	284 47%
NET: 1-3		484 32%	266 37%	218 28%	97 23%	205 35%	182 37%	86 30%	133 32%	85 33%	179 33%	56 56%	22 6%	92 43%	175 35%	136 58%	31 10%	88 29%	3 6%	70 32%	198 33%
Refused		18 1%	6 1%	12 2%	-	9 2%	8 2%	4 1%	6 1%	1 *	7 1%	-	1 *	-	16 3%	-	-	-	-	1 *	8 1%

Oldham East & Saddleworth Poll
Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 10

Q.7 Please rate the following people for their performance?**Ed Miliband, the Labour Party leader****Base: All respondents**

	Gender		Age			SEG				Vote Intention				Vote in 2010			LibDem 2010, Lab Now	Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab		LibDem	Public Sector	Pri- vate Sector
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
Don't know	179	63	117	81	53	46	25	45	43	66	6	21	17	75	20	19	34	2	20	67
	12%	9%	15%	19%	9%	9%	9%	11%	17%	12%	6%	6%	8%	15%	9%	6%	11%	4%	9%	11%
Mean	4.40	4.26	4.54	4.71	4.32	4.24	4.41	4.34	4.22	4.52	3.37	6.47	3.74	3.96	3.02	6.16	4.48	6.39	4.39	4.32
Standard deviation	2.48	2.52	2.44	2.28	2.49	2.62	2.18	2.37	2.57	2.68	2.13	2.09	2.07	2.25	2.03	2.24	2.24	1.91	2.21	2.42
Standard error	0.07	0.10	0.09	0.14	0.11	0.12	0.10	0.16	0.20	0.13	0.24	0.10	0.15	0.11	0.15	0.11	0.12	0.24	0.13	0.11

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 11

Q.8 We're interested in the extent to which people locally have been hearing from the political parties. Please can you tell me whether Labour, the Conservatives and the Liberal Democrats have done each of the following over the last few weeks?

Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
<u>Delivered leaflets or newspapers to your door</u>																				
NET: Yes	1199	590	609	317	457	425	237	336	197	428	77	288	195	418	194	247	268	49	182	475
	80%	81%	78%	73%	79%	86%	82%	81%	76%	79%	77%	80%	92%	83%	82%	78%	88%	88%	84%	78%
Yes - Labour	1060	525	535	278	408	374	204	294	181	381	62	264	170	374	164	234	242	45	161	416
	71%	73%	69%	64%	71%	76%	71%	71%	70%	70%	61%	74%	80%	75%	70%	74%	79%	82%	74%	68%
Yes - Conservatives	860	424	436	213	328	319	169	243	139	308	61	201	147	308	153	181	185	31	131	333
	57%	58%	56%	49%	57%	65%	59%	59%	54%	57%	60%	56%	70%	62%	65%	57%	61%	56%	60%	55%
Yes - Liberal Democrats	1087	520	567	254	422	411	225	302	177	383	69	247	195	387	183	213	258	47	169	433
	72%	72%	73%	59%	73%	83%	78%	73%	68%	71%	68%	69%	92%	77%	78%	68%	85%	85%	78%	71%
No	304	135	169	116	120	68	51	79	61	113	23	70	16	83	41	69	38	6	36	132
	20%	19%	22%	27%	21%	14%	18%	19%	24%	21%	23%	20%	8%	17%	18%	22%	12%	12%	16%	22%
<u>Put up posters or billboards in your area</u>																				
NET: Yes	749	378	371	208	304	236	175	234	121	218	60	187	140	239	135	147	177	39	120	339
	50%	52%	48%	48%	53%	48%	61%	56%	47%	40%	60%	52%	66%	48%	57%	47%	58%	70%	55%	56%
Yes - Labour	465	242	224	140	204	121	109	149	77	131	32	144	72	149	88	97	106	33	84	204
	31%	33%	29%	32%	35%	25%	38%	36%	30%	24%	32%	40%	34%	30%	37%	31%	35%	60%	38%	34%
Yes - Conservatives	389	201	188	120	156	112	108	123	58	101	38	100	78	120	85	73	81	20	69	161
	26%	28%	24%	28%	27%	23%	38%	30%	22%	19%	38%	28%	37%	24%	36%	23%	27%	36%	32%	26%
Yes - Liberal Democrats	634	318	315	156	262	216	160	185	107	182	51	156	129	200	113	118	158	34	110	275
	42%	44%	41%	36%	45%	44%	55%	45%	41%	34%	51%	43%	61%	40%	48%	38%	52%	62%	50%	45%
No	754	347	408	225	273	257	114	181	137	323	41	171	71	262	100	169	128	16	98	268
	50%	48%	52%	52%	47%	52%	39%	44%	53%	60%	40%	48%	34%	52%	43%	53%	42%	30%	45%	44%

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 11

Q.8 We're interested in the extent to which people locally have been hearing from the political parties. Please can you tell me whether Labour, the Conservatives and the Liberal Democrats have done each of the following over the last few weeks?

Base: All respondents

	Gender		Age			SEG				Vote Intention				Vote in 2010			LibDem 2010, Lab Now	Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab		LibDem	Public Sector	Pri- vate Sector
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
<u>Knocked on your door</u>																				
NET: Yes	463	233	230	134	166	163	85	106	81	191	20	126	88	145	50	119	105	19	68	168
	31%	32%	30%	31%	29%	33%	29%	26%	31%	35%	20%	35%	42%	29%	21%	38%	35%	35%	31%	28%
Yes - Labour	318	158	159	88	123	107	48	75	58	136	10	107	46	95	32	100	66	15	43	114
	21%	22%	20%	20%	21%	22%	17%	18%	23%	25%	10%	30%	22%	19%	13%	32%	22%	27%	20%	19%
Yes - Conservatives	108	60	48	48	33	28	15	11	33	50	8	30	21	33	17	23	21	5	10	40
	7%	8%	6%	11%	6%	6%	5%	3%	13%	9%	7%	8%	10%	7%	7%	7%	7%	9%	5%	7%
Yes - Liberal Democrats	284	143	140	84	85	115	51	51	61	121	10	63	68	98	31	53	77	14	36	103
	19%	20%	18%	19%	15%	23%	18%	12%	24%	22%	10%	17%	32%	20%	13%	17%	25%	25%	17%	17%
No	1040	491	549	299	411	330	204	308	178	350	81	232	123	356	185	196	200	36	150	440
	69%	68%	70%	69%	71%	67%	71%	74%	69%	65%	80%	65%	58%	71%	79%	62%	65%	65%	69%	72%
<u>Written a personally addressed letter to you</u>																				
NET: Yes	984	457	527	229	366	389	213	266	151	354	64	236	183	347	162	201	248	44	157	373
	65%	63%	68%	53%	63%	79%	74%	64%	58%	65%	64%	66%	87%	69%	69%	64%	81%	80%	72%	61%
Yes - Labour	552	261	290	145	193	215	108	141	95	208	30	152	75	208	83	141	127	29	90	208
	37%	36%	37%	33%	33%	44%	38%	34%	37%	38%	29%	42%	36%	42%	35%	45%	41%	53%	41%	34%
Yes - Conservatives	383	178	204	101	141	140	72	101	65	145	29	77	64	151	76	76	81	15	59	138
	25%	25%	26%	23%	24%	28%	25%	24%	25%	27%	29%	21%	30%	30%	32%	24%	27%	27%	27%	23%
Yes - Liberal Democrats	852	396	457	173	322	357	191	237	126	298	53	193	177	304	148	161	223	38	136	322
	57%	55%	59%	40%	56%	72%	66%	57%	49%	55%	53%	54%	84%	61%	63%	51%	73%	70%	62%	53%
No	519	268	251	204	211	104	75	149	107	188	36	123	28	153	73	115	57	11	60	234
	35%	37%	32%	47%	37%	21%	26%	36%	42%	35%	36%	34%	13%	31%	31%	36%	19%	20%	28%	39%

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 11

Q.8 We're interested in the extent to which people locally have been hearing from the political parties. Please can you tell me whether Labour, the Conservatives and the Liberal Democrats have done each of the following over the last few weeks?

Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
Set up stalls or handed out leaflets in your area																				
NET: Yes	574	295	279	165	191	219	106	151	97	220	46	139	97	194	91	137	126	17	78	230
	38%	41%	36%	38%	33%	44%	37%	36%	38%	41%	46%	39%	46%	39%	43%	41%	30%	36%	38%	
Yes - Labour	446	229	218	132	149	166	75	119	80	172	36	122	62	148	68	117	89	15	61	177
	30%	32%	28%	30%	26%	34%	26%	29%	31%	32%	35%	34%	30%	29%	29%	37%	29%	27%	28%	29%
Yes - Conservatives	343	173	170	108	112	123	61	96	58	128	38	76	52	119	59	76	58	5	49	135
	23%	24%	22%	25%	19%	25%	21%	23%	22%	24%	38%	21%	25%	24%	25%	24%	19%	9%	23%	22%
Yes - Liberal Democrats	497	250	247	130	163	205	96	132	82	186	40	116	93	167	83	111	114	13	66	200
	33%	35%	32%	30%	28%	42%	33%	32%	32%	34%	39%	32%	44%	33%	36%	35%	37%	24%	30%	33%
No	929	430	499	268	386	275	183	264	161	321	55	219	114	307	144	178	180	38	140	377
	62%	59%	64%	62%	67%	56%	63%	64%	62%	59%	54%	61%	54%	61%	61%	57%	59%	70%	64%	62%
Phoned you																				
NET: Yes	447	211	236	81	144	222	101	112	61	172	30	107	87	162	68	99	122	18	64	149
	30%	29%	30%	19%	25%	45%	35%	27%	24%	32%	30%	30%	41%	32%	29%	31%	40%	32%	30%	24%
Yes - Labour	279	136	143	57	83	138	71	66	48	93	15	78	42	105	41	71	72	13	44	99
	19%	19%	18%	13%	14%	28%	25%	16%	19%	17%	14%	22%	20%	21%	17%	23%	24%	24%	20%	16%
Yes - Conservatives	80	36	44	10	28	41	15	19	16	30	9	17	10	37	14	15	18	3	8	26
	5%	5%	6%	2%	5%	8%	5%	5%	6%	6%	9%	5%	5%	7%	6%	5%	6%	6%	4%	4%
Yes - Liberal Democrats	308	137	171	45	107	156	66	76	46	121	22	64	67	114	45	61	92	12	47	103
	20%	19%	22%	10%	19%	32%	23%	18%	18%	22%	22%	18%	32%	23%	19%	19%	30%	23%	21%	17%
No	1056	513	543	352	433	271	187	303	198	369	70	251	124	339	167	217	183	37	153	459
	70%	71%	70%	81%	75%	55%	65%	73%	76%	68%	70%	70%	59%	68%	71%	69%	60%	68%	70%	76%

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 11

Q.8 We're interested in the extent to which people locally have been hearing from the political parties. Please can you tell me whether Labour, the Conservatives and the Liberal Democrats have done each of the following over the last few weeks?

Base: All respondents

	Gender		Age			SEG				Vote Intention				Vote in 2010			LibDem 2010, Lab Now	Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab		LibDem	Public Sector	Pri- vate Sector
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
<u>Sent you an email</u>																				
NET: Yes	54 4%	34 5%	20 3%	14 3%	10 2%	30 6%	16 5%	9 2%	4 2%	25 5%	8 8%	18 5%	10 5%	11 2%	15 6%	16 5%	10 3%	4 7%	5 2%	24 4%
Yes - Labour	29 2%	17 2%	12 2%	8 2%	5 1%	17 3%	9 3%	5 1%	2 1%	14 3%	1 1%	15 4%	1 1%	6 1%	1 *	13 4%	4 1%	3 5%	3 1%	13 2%
Yes - Conservatives	21 1%	13 2%	8 1%	8 2%	2 *	11 2%	4 1%	5 1%	2 1%	9 2%	7 7%	1 *	4 2%	7 1%	10 4%	5 2%	1 *	- -	2 1%	11 2%
Yes - Liberal Democrats	26 2%	15 2%	11 1%	5 1%	4 1%	16 3%	7 3%	3 1%	2 1%	13 2%	1 1%	4 1%	9 4%	11 2%	6 3%	5 2%	7 2%	1 2%	3 1%	11 2%
No	1449 96%	691 95%	758 97%	419 97%	567 98%	463 94%	273 95%	406 98%	254 98%	516 95%	93 92%	340 95%	201 95%	490 98%	220 94%	300 95%	296 97%	51 93%	213 98%	583 96%

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 12

Q.9 As you may know, the by-election is happening because a court annulled the result of the vote in this constituency at the general election in May. This was because the judges found that Labour's Phil Woolas, who narrowly won the election in May, had knowingly made false statements about his Liberal Democrat opponent, which may have influenced how some people voted. Please say if you agree or disagree with the following statements.?

Phil Woolas did make false statements about his opponents and this probably affected the result, so it is right that the election is being re-run

Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Pri- vate Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
NET: Agree	1132	527	604	340	433	358	209	325	197	401	79	216	199	401	198	190	254	40	160	487
	75%	73%	78%	78%	75%	73%	72%	78%	76%	74%	78%	60%	94%	80%	84%	60%	83%	73%	73%	80%
Strongly agree	(4) 772	387	384	202	293	277	135	205	122	309	61	141	158	263	155	114	188	31	88	328
	51%	53%	49%	47%	51%	56%	47%	50%	47%	57%	61%	39%	75%	53%	66%	36%	61%	56%	41%	54%
Somewhat agree	(3) 360	140	220	138	141	81	73	120	75	92	17	75	41	138	42	76	66	9	71	158
	24%	19%	28%	32%	24%	17%	25%	29%	29%	17%	17%	21%	20%	28%	18%	24%	22%	17%	33%	26%
Somewhat disagree	(2) 131	76	55	38	54	38	32	33	25	40	13	54	6	31	12	40	26	10	20	52
	9%	10%	7%	9%	9%	8%	11%	8%	10%	7%	13%	15%	3%	6%	5%	13%	9%	18%	9%	9%
Strongly disagree	(1) 150	86	64	16	58	76	34	35	20	61	5	75	4	36	14	69	17	3	23	45
	10%	12%	8%	4%	10%	15%	12%	8%	8%	11%	5%	21%	2%	7%	6%	22%	6%	6%	10%	7%
NET: Disagree	281	162	119	55	112	114	67	68	45	101	18	129	10	66	26	109	43	13	43	97
	19%	22%	15%	13%	19%	23%	23%	16%	17%	19%	18%	36%	5%	13%	11%	34%	14%	24%	20%	16%
Don't know	90	35	55	38	32	21	13	22	16	39	4	13	2	33	11	17	8	1	15	23
	6%	5%	7%	9%	5%	4%	5%	5%	6%	7%	4%	4%	1%	7%	5%	5%	3%	3%	7%	4%
Mean	3.24	3.20	3.28	3.33	3.23	3.18	3.13	3.26	3.23	3.29	3.40	2.82	3.69	3.34	3.51	2.79	3.43	3.27	3.11	3.32
Standard deviation	1.00	1.07	0.94	0.82	1.00	1.13	1.05	0.95	0.94	1.05	0.90	1.19	0.62	0.90	0.86	1.18	0.88	0.98	0.99	0.93
Standard error	0.03	0.04	0.03	0.05	0.04	0.05	0.04	0.06	0.07	0.05	0.10	0.06	0.04	0.04	0.06	0.06	0.05	0.12	0.06	0.04

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 13

Q.9 As you may know, the by-election is happening because a court annulled the result of the vote in this constituency at the general election in May. This was because the judges found that Labour's Phil Woolas, who narrowly won the election in May, had knowingly made false statements about his Liberal Democrat opponent, which may have influenced how some people voted. Please say if you agree or disagree with the following statements.? The Liberal Democrat candidate, having been narrowly defeated in the general election, is just being a bad loser and should not have dragged the case through the courts, causing this by-election
Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector	
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507	
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607	
NET: Agree	601 40%	326 45%	275 35%	157 36%	218 38%	226 46%	102 35%	165 40%	100 39%	233 43%	40 40%	216 60%	38 18%	187 37%	67 28%	182 58%	99 32%	22 41%	82 38%	228 38%	
Strongly agree	(4) 23%	345 28%	204 18%	141 15%	116 20%	166 34%	54 19%	84 20%	55 21%	152 28%	22 22%	138 39%	24 11%	92 18%	37 16%	110 35%	53 17%	17 31%	39 18%	120 20%	
Somewhat agree	(3) 17%	255 17%	122 17%	133 17%	93 21%	102 18%	60 12%	48 17%	81 20%	45 18%	81 15%	18 18%	78 22%	14 7%	95 19%	29 12%	73 23%	45 15%	5 10%	43 20%	108 18%
Somewhat disagree	(2) 19%	287 19%	105 15%	182 23%	110 25%	121 21%	56 11%	60 21%	85 21%	59 23%	83 15%	27 27%	56 16%	30 14%	102 20%	43 18%	56 18%	44 14%	6 11%	56 26%	132 22%
Strongly disagree	(1) 32%	478 32%	254 35%	224 29%	115 27%	193 33%	170 34%	107 37%	133 32%	74 29%	164 30%	31 31%	72 20%	133 63%	142 28%	107 46%	60 19%	140 46%	19 34%	67 31%	203 33%
NET: Disagree	765 51%	359 50%	406 52%	225 52%	314 54%	225 46%	167 58%	218 53%	133 51%	247 46%	58 58%	127 36%	163 77%	243 49%	150 64%	116 37%	185 60%	25 46%	123 57%	335 55%	
Don't know	138 9%	40 6%	98 13%	51 12%	45 8%	42 9%	20 7%	32 8%	25 10%	61 11%	3 3%	15 4%	11 5%	70 14%	18 8%	18 6%	22 7%	7 13%	12 6%	45 7%	
Mean	2.34	2.40	2.28	2.28	2.27	2.49	2.18	2.30	2.35	2.46	2.31	2.82	1.64	2.32	1.99	2.78	2.04	2.43	2.27	2.26	
Standard deviation	1.20	1.26	1.13	1.07	1.16	1.32	1.16	1.16	1.16	1.25	1.14	1.17	1.04	1.14	1.15	1.15	1.19	1.34	1.11	1.16	
Standard error	0.03	0.05	0.04	0.06	0.05	0.06	0.05	0.08	0.08	0.06	0.13	0.06	0.07	0.05	0.09	0.06	0.06	0.17	0.07	0.05	

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 14

Q.9 As you may know, the by-election is happening because a court annulled the result of the vote in this constituency at the general election in May. This was because the judges found that Labour's Phil Woolas, who narrowly won the election in May, had knowingly made false statements about his Liberal Democrat opponent, which may have influenced how some people voted. Please say if you agree or disagree with the following statements.? All political parties insult their opponents and distort the policy positions of opposing candidates and what Phil Woolas was accused of was no worse than what goes on all the time in election campaigns

Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
NET: Agree	925	453	472	275	366	284	170	256	163	335	60	271	73	301	129	243	149	34	142	385
	62%	63%	61%	64%	63%	58%	59%	62%	63%	62%	60%	76%	34%	60%	55%	77%	49%	62%	65%	63%
Strongly agree	(4) 512	262	250	130	195	187	95	123	91	202	27	187	26	144	46	150	82	22	68	211
	34%	36%	32%	30%	34%	38%	33%	30%	35%	37%	27%	52%	13%	29%	19%	47%	27%	41%	31%	35%
Somewhat agree	(3) 413	191	222	145	171	97	75	132	72	133	33	84	46	157	84	93	67	12	74	174
	27%	26%	28%	34%	30%	20%	26%	32%	28%	25%	32%	24%	22%	31%	36%	29%	22%	21%	34%	29%
Somewhat disagree	(2) 205	86	119	65	81	60	50	66	29	60	15	33	45	82	34	29	56	4	26	91
	14%	12%	15%	15%	14%	12%	17%	16%	11%	11%	15%	9%	21%	16%	14%	9%	18%	8%	12%	15%
Strongly disagree	(1) 261	152	108	57	96	108	52	70	53	86	22	44	74	71	57	29	79	14	39	96
	17%	21%	14%	13%	17%	22%	18%	17%	20%	16%	22%	12%	35%	14%	24%	9%	26%	25%	18%	16%
NET: Disagree	466	239	227	122	176	167	102	136	82	146	37	77	119	153	91	58	135	18	65	187
	31%	33%	29%	28%	31%	34%	35%	33%	32%	27%	37%	22%	56%	31%	39%	18%	44%	33%	30%	31%
Don't know	112	33	80	36	35	42	16	23	13	60	3	10	19	46	15	15	22	3	11	35
	7%	4%	10%	8%	6%	8%	6%	6%	5%	11%	3%	3%	9%	9%	6%	5%	7%	5%	5%	6%
Mean	2.85	2.81	2.88	2.88	2.86	2.81	2.78	2.79	2.82	2.94	2.67	3.19	2.13	2.83	2.53	3.21	2.53	2.82	2.83	2.87
Standard deviation	1.11	1.16	1.06	1.03	1.09	1.21	1.12	1.07	1.15	1.12	1.12	1.05	1.08	1.05	1.09	0.97	1.18	1.25	1.09	1.09
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.05	0.07	0.08	0.06	0.13	0.05	0.08	0.05	0.08	0.05	0.06	0.16	0.06	0.05

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 15

Q.9 As you may know, the by-election is happening because a court annulled the result of the vote in this constituency at the general election in May. This was because the judges found that Labour's Phil Woolas, who narrowly won the election in May, had knowingly made false statements about his Liberal Democrat opponent, which may have influenced how some people voted. Please say if you agree or disagree with the following statements.? Voters are used to the rough and tumble of an election campaign, and when they reach their decision it is wrong for judges to overturn the result

Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Pri- vate Sector	
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507	
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607	
NET: Agree	726 48%	355 49%	371 48%	239 55%	253 44%	235 48%	115 40%	208 50%	146 56%	258 48%	47 46%	227 63%	72 34%	221 44%	100 43%	184 58%	113 37%	27 50%	92 42%	295 49%	
Strongly agree	(4) 26%	391 29%	209 23%	182 22%	97 24%	141 31%	153 23%	66 26%	108 24%	61 33%	157 19%	23 23%	146 23%	36 17%	106 21%	59 25%	114 36%	59 19%	18 32%	48 22%	143 23%
Somewhat agree	(3) 22%	335 20%	146 24%	189 33%	141 19%	112 17%	82 17%	49 17%	100 24%	85 33%	101 19%	24 23%	81 23%	36 17%	114 23%	41 17%	71 22%	53 17%	10 17%	45 21%	153 25%
Somewhat disagree	(2) 19%	280 17%	122 20%	158 20%	80 19%	129 22%	70 14%	78 27%	80 19%	36 14%	86 16%	29 28%	58 16%	46 22%	99 20%	60 26%	55 17%	63 21%	11 20%	54 25%	127 21%
Strongly disagree	(1) 24%	367 28%	205 21%	162 17%	72 17%	150 26%	146 30%	81 28%	106 26%	57 22%	124 23%	25 25%	50 14%	87 41%	123 24%	62 27%	58 18%	108 35%	12 22%	57 26%	151 25%
NET: Disagree	647 43%	327 45%	320 41%	152 35%	279 48%	216 44%	159 55%	186 45%	93 36%	210 39%	53 53%	108 30%	133 63%	222 44%	123 52%	113 36%	171 56%	23 42%	111 51%	278 46%	
Don't know	129 9%	42 6%	88 11%	42 10%	45 8%	42 8%	15 5%	21 5%	19 8%	74 14%	* *	23 6%	7 3%	58 12%	12 5%	18 6%	22 7%	5 9%	15 7%	35 6%	
Mean	2.55	2.53	2.57	2.68	2.46	2.54	2.37	2.53	2.63	2.62	2.45	2.96	2.10	2.46	2.43	2.81	2.23	2.66	2.41	2.50	
Standard deviation	1.16	1.21	1.12	1.04	1.16	1.26	1.14	1.16	1.11	1.20	1.10	1.10	1.14	1.13	1.16	1.15	1.16	1.20	1.13	1.13	
Standard error	0.03	0.05	0.04	0.06	0.05	0.05	0.05	0.07	0.08	0.06	0.12	0.06	0.08	0.05	0.09	0.06	0.06	0.16	0.07	0.05	

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 16

Q.10 Please say how well or badly you think the coalition government is doing so far overall?**Base: All respondents**

	Gender		Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
NET: Well	593 39%	301 42%	292 38%	156 36%	229 40%	209 42%	131 45%	168 40%	108 42%	187 35%	80 80%	56 16%	148 70%	211 42%	172 73%	67 21%	121 40%	5 9%	60 28%	275 45%
Very well	(4) 55 4%	28 4%	26 3%	8 2%	23 4%	24 5%	10 3%	18 4%	11 4%	16 3%	9 9%	2 1%	15 7%	20 4%	20 8%	5 2%	9 3%	1 2%	8 4%	24 4%
Quite well	(3) 539 36%	273 38%	266 34%	148 34%	206 36%	185 38%	121 42%	149 36%	97 38%	171 32%	71 70%	54 15%	132 63%	192 38%	153 65%	62 20%	112 37%	4 7%	52 24%	251 41%
Quite badly	(2) 432 29%	192 26%	240 31%	147 34%	166 29%	119 24%	87 30%	124 30%	79 30%	143 26%	13 13%	135 38%	35 17%	156 31%	31 13%	117 37%	106 35%	24 44%	80 37%	175 29%
Very badly	(1) 401 27%	199 27%	202 26%	109 25%	156 27%	136 28%	60 21%	105 25%	58 22%	178 33%	7 7%	161 45%	18 9%	92 18%	24 10%	127 40%	62 20%	23 41%	67 31%	133 22%
NET: Badly	833 55%	391 54%	442 57%	256 59%	322 56%	255 52%	147 51%	229 55%	137 53%	321 59%	20 20%	296 82%	53 25%	248 50%	55 24%	244 77%	168 55%	47 85%	148 68%	308 51%
Refused	8 1%	7 1%	* *	2 *	3 1%	3 1%	2 1%	- -	- -	6 1%	- -	2 1%	3 1%	3 1%	1 1%	* *	3 1%	2 3%	1 *	3 1%
Don't know	69 5%	25 3%	44 6%	19 4%	23 4%	27 5%	9 3%	19 4%	14 5%	28 5%	- -	4 1%	7 4%	39 8%	6 3%	4 1%	13 4%	1 2%	9 4%	22 4%
Mean	2.17	2.19	2.16	2.13	2.17	2.21	2.29	2.20	2.25	2.05	2.82	1.71	2.72	2.30	2.74	1.82	2.24	1.68	2.00	2.29
Standard deviation	0.88	0.90	0.87	0.83	0.89	0.92	0.84	0.89	0.87	0.90	0.70	0.74	0.73	0.84	0.76	0.80	0.82	0.71	0.85	0.86
Standard error	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.06	0.06	0.04	0.08	0.04	0.05	0.04	0.06	0.04	0.04	0.09	0.05	0.04

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 17

Q.11 The coalition government is committed to a range of public spending cuts to reduce Britain's budget deficit, which has been running at more than £160 billion a year. Thinking about the government's planned cuts, please say if you agree or disagree with each of the following statements? However unpleasant they may be, the public spending cuts being proposed by the coalition government are necessary and unavoidable
Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
NET: Agree	949 63%	456 63%	493 63%	246 57%	377 65%	326 66%	195 68%	275 66%	164 64%	315 58%	89 88%	176 49%	175 83%	321 64%	191 81%	167 53%	205 67%	25 46%	128 59%	404 66%
Agree strongly	(4) 30%	242 33%	209 27%	98 23%	164 28%	188 38%	102 35%	110 27%	73 28%	166 31%	61 61%	60 17%	102 48%	150 30%	135 57%	50 16%	100 33%	7 12%	34 16%	204 34%
Agree somewhat	(3) 33%	214 29%	285 37%	147 34%	213 37%	138 28%	93 32%	165 40%	92 36%	148 27%	27 27%	116 32%	73 34%	171 34%	57 24%	117 37%	105 34%	18 33%	94 43%	199 33%
Disagree somewhat	(2) 14%	89 12%	116 15%	88 20%	71 12%	47 9%	44 15%	58 14%	33 13%	72 13%	9 9%	71 20%	18 9%	64 13%	25 11%	56 18%	36 12%	11 20%	35 16%	90 15%
Disagree strongly	(1) 19%	157 22%	135 17%	80 19%	114 20%	98 20%	42 15%	76 18%	48 19%	126 23%	2 2%	103 29%	15 7%	88 18%	16 7%	85 27%	52 17%	17 30%	52 24%	93 15%
NET: Disagree	498 33%	246 34%	252 32%	168 39%	185 32%	145 29%	86 30%	133 32%	81 31%	198 37%	12 12%	174 48%	33 15%	152 30%	41 18%	141 45%	87 29%	27 50%	87 40%	183 30%
Don't know	56 4%	23 3%	34 4%	19 4%	15 3%	22 5%	8 3%	7 2%	13 5%	28 5%	- -	9 2%	4 2%	27 5%	3 1%	8 3%	13 4%	3 5%	3 1%	21 3%
Mean	2.77	2.77	2.76	2.64	2.76	2.88	2.91	2.76	2.77	2.69	3.47	2.38	3.26	2.81	3.33	2.43	2.87	2.29	2.51	2.88
Standard deviation	1.10	1.15	1.05	1.05	1.08	1.15	1.05	1.05	1.08	1.17	0.77	1.08	0.89	1.08	0.93	1.06	1.08	1.06	1.03	1.06
Standard error	0.03	0.04	0.04	0.06	0.04	0.05	0.04	0.07	0.08	0.06	0.08	0.05	0.06	0.05	0.07	0.05	0.06	0.13	0.06	0.05

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 18

Q.11 The coalition government is committed to a range of public spending cuts to reduce Britain's budget deficit, which has been running at more than £160 billion a year. Thinking about the government's planned cuts, please say if you agree or disagree with each of the following statements?
The government is cutting spending because it is instinctively hostile to public services and the public sector - it is just using the budget deficit as an excuse
Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector	
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507	
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607	
NET: Agree	707 47%	344 47%	364 47%	216 50%	262 45%	229 46%	110 38%	193 47%	121 47%	283 52%	27 26%	239 67%	67 32%	210 42%	64 27%	204 65%	129 42%	35 63%	121 55%	257 42%	
Agree strongly	(4) 25%	380 27%	198 23%	181 21%	90 25%	145 29%	145 20%	58 22%	91 18%	46 34%	185 12%	147 41%	17 8%	105 21%	32 14%	120 38%	57 19%	18 32%	62 28%	109 18%	
Agree somewhat	(3) 22%	328 20%	145 20%	182 23%	126 29%	117 20%	84 17%	53 18%	103 25%	75 29%	98 18%	14 14%	92 26%	50 24%	105 21%	32 14%	84 27%	72 24%	17 31%	59 27%	148 24%
Disagree somewhat	(2) 22%	336 22%	162 22%	174 22%	119 27%	136 24%	81 16%	77 27%	113 27%	59 23%	88 16%	23 23%	62 17%	47 22%	135 27%	49 21%	50 16%	80 26%	14 25%	52 24%	166 27%
Disagree strongly	(1) 25%	370 27%	195 22%	175 16%	70 16%	148 26%	153 31%	88 31%	89 21%	60 23%	133 25%	49 48%	43 12%	82 39%	114 23%	107 46%	50 16%	84 28%	7 12%	35 16%	157 26%
NET: Disagree	707 47%	357 49%	349 45%	189 44%	284 49%	234 47%	166 57%	201 49%	118 46%	222 41%	72 71%	105 29%	129 61%	249 50%	157 67%	101 32%	164 54%	21 37%	87 40%	323 53%	
Don't know	89 6%	23 3%	66 8%	28 6%	31 5%	30 6%	12 4%	20 5%	19 7%	37 7%	2 2%	14 4%	15 7%	41 8%	14 6%	11 4%	12 4%	- -	10 5%	27 4%	
Mean	2.51	2.49	2.52	2.58	2.47	2.48	2.29	2.49	2.45	2.66	1.90	3.00	2.01	2.44	1.95	2.90	2.35	2.82	2.71	2.36	
Standard deviation	1.15	1.17	1.12	1.02	1.15	1.24	1.13	1.08	1.07	1.22	1.07	1.05	1.01	1.10	1.10	1.10	1.09	1.02	1.07	1.07	
Standard error	0.03	0.04	0.04	0.06	0.05	0.05	0.05	0.07	0.08	0.06	0.12	0.05	0.07	0.05	0.08	0.06	0.06	0.13	0.06	0.05	

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 19

Q.11 The coalition government is committed to a range of public spending cuts to reduce Britain's budget deficit, which has been running at more than £160 billion a year. Thinking about the government's planned cuts, please say if you agree or disagree with each of the following statements? The last Labour government must accept a large part of the blame for the economic problems that Britain faced at the end of its time in government
Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
NET: Agree	1158 77%	554 77%	603 77%	326 75%	461 80%	370 75%	220 76%	326 78%	209 81%	403 74%	94 94%	212 59%	186 88%	391 78%	215 92%	186 59%	239 78%	36 65%	170 78%	487 80%
Agree strongly	(4) 52%	391 54%	397 51%	195 45%	316 55%	277 56%	141 49%	212 51%	145 56%	290 54%	80 79%	93 26%	160 76%	268 54%	186 79%	78 25%	166 54%	14 25%	100 46%	329 54%
Agree somewhat	(3) 25%	163 23%	206 26%	131 30%	145 25%	93 19%	80 28%	113 27%	64 25%	113 21%	15 14%	119 33%	26 12%	123 25%	29 12%	107 34%	72 24%	22 40%	70 32%	158 26%
Disagree somewhat	(2) 10%	70 10%	77 10%	43 10%	57 10%	48 10%	40 14%	38 9%	22 9%	48 9%	4 4%	60 17%	13 6%	49 10%	13 5%	57 18%	32 10%	10 18%	26 12%	55 9%
Disagree strongly	(1) 10%	89 12%	63 8%	45 10%	49 9%	58 12%	26 9%	41 10%	22 9%	63 12%	1 1%	79 22%	8 4%	30 6%	4 2%	65 20%	27 9%	7 12%	20 9%	49 8%
NET: Disagree	300 20%	159 22%	140 18%	87 20%	106 18%	106 22%	66 23%	79 19%	44 17%	111 21%	5 5%	139 39%	21 10%	79 16%	17 7%	121 38%	59 19%	17 30%	46 21%	104 17%
Don't know	46 3%	11 1%	35 5%	19 4%	10 2%	17 3%	2 1%	11 3%	5 2%	27 5%	1 1%	7 2%	5 2%	30 6%	3 1%	9 3%	8 3%	3 5%	2 1%	16 3%
Mean	3.23	3.20	3.26	3.15	3.28	3.24	3.17	3.23	3.31	3.23	3.74	2.65	3.63	3.34	3.71	2.65	3.27	2.82	3.16	3.30
Standard deviation	1.00	1.05	0.95	0.99	0.96	1.06	0.98	0.99	0.96	1.05	0.57	1.10	0.77	0.90	0.66	1.08	0.98	0.97	0.97	0.95
Standard error	0.03	0.04	0.03	0.06	0.04	0.04	0.04	0.06	0.07	0.05	0.06	0.05	0.05	0.04	0.05	0.05	0.05	0.12	0.06	0.04

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 20

Q.11 The coalition government is committed to a range of public spending cuts to reduce Britain's budget deficit, which has been running at more than £160 billion a year. Thinking about the government's planned cuts, please say if you agree or disagree with each of the following statements? The Conservatives seem to be getting their way over spending cuts despite the presence of the Liberal Democrats in the coalition government
Base: All respondents

	Gender		Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
NET: Agree	1138 76%	582 80%	557 71%	342 79%	448 78%	348 71%	235 81%	336 81%	199 77%	369 68%	74 74%	301 84%	155 73%	362 72%	178 76%	266 84%	227 74%	48 87%	181 83%	473 78%
Agree strongly	(4) 668 44%	339 47%	329 42%	185 43%	265 46%	218 44%	131 45%	184 44%	121 47%	231 43%	32 32%	234 65%	59 28%	198 40%	81 34%	193 61%	142 47%	40 73%	111 51%	250 41%
Agree somewhat	(3) 471 31%	243 34%	228 29%	157 36%	183 32%	131 26%	104 36%	152 37%	78 30%	137 25%	43 42%	68 19%	96 45%	164 33%	98 42%	73 23%	85 28%	8 14%	70 32%	223 37%
Disagree somewhat	(2) 140 9%	63 9%	76 10%	34 8%	56 10%	50 10%	25 9%	35 8%	19 7%	61 11%	15 15%	24 7%	29 14%	47 9%	27 11%	14 4%	37 12%	2 3%	21 10%	58 10%
Disagree strongly	(1) 90 6%	44 6%	46 6%	12 3%	30 5%	47 10%	12 4%	9 2%	17 7%	52 10%	3 3%	21 6%	15 7%	28 6%	8 4%	21 7%	18 6%	5 9%	5 2%	21 3%
NET: Disagree	230 15%	107 15%	122 16%	46 11%	86 15%	98 20%	36 13%	44 11%	36 14%	113 21%	18 18%	45 13%	44 21%	75 15%	35 15%	35 11%	55 18%	7 12%	26 12%	79 13%
Don't know	135 9%	36 5%	99 13%	45 10%	43 7%	47 10%	18 6%	34 8%	24 9%	60 11%	9 8%	12 3%	13 6%	64 13%	22 9%	15 5%	24 8%	1 1%	11 5%	55 9%
Mean	3.25	3.27	3.24	3.33	3.28	3.16	3.31	3.34	3.29	3.14	3.12	3.48	3.00	3.22	3.17	3.45	3.25	3.53	3.39	3.27
Standard deviation	0.89	0.87	0.90	0.76	0.87	1.00	0.81	0.75	0.90	1.01	0.78	0.87	0.86	0.88	0.80	0.88	0.91	0.93	0.76	0.80
Standard error	0.02	0.03	0.03	0.04	0.04	0.04	0.03	0.05	0.07	0.05	0.09	0.04	0.06	0.04	0.06	0.04	0.05	0.12	0.04	0.04

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 21

Q.11 The coalition government is committed to a range of public spending cuts to reduce Britain's budget deficit, which has been running at more than £160 billion a year. Thinking about the government's planned cuts, please say if you agree or disagree with each of the following statements?
The coalition government is right that we needed to start cutting back on public spending to deal with the deficit, but they are cutting too deeply and too quickly
Base: All respondents

	Gender			Age			SEG				Vote Intention				Vote in 2010			Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
NET: Agree	1116 74%	506 70%	610 78%	343 79%	427 74%	346 70%	198 69%	317 76%	203 79%	398 74%	57 56%	310 86%	134 63%	369 74%	142 60%	272 86%	232 76%	48 87%	181 83%	442 73%
Agree strongly	(4) 779 52%	362 50%	417 54%	236 54%	299 52%	245 50%	132 46%	201 49%	146 57%	300 55%	24 24%	256 72%	72 34%	256 51%	81 35%	223 71%	153 50%	38 68%	129 59%	272 45%
Agree somewhat	(3) 337 22%	144 20%	193 25%	107 25%	128 22%	101 21%	66 23%	116 28%	57 22%	98 18%	33 33%	53 15%	62 29%	113 23%	60 26%	49 15%	78 26%	10 19%	52 24%	171 28%
Disagree somewhat	(2) 159 11%	91 13%	68 9%	50 12%	54 9%	54 11%	48 17%	40 10%	28 11%	43 8%	21 21%	20 6%	33 16%	53 11%	44 19%	15 5%	29 10%	2 4%	16 7%	81 13%
Disagree strongly	(1) 177 12%	111 15%	66 8%	31 7%	79 14%	67 14%	32 11%	44 11%	22 8%	79 15%	22 22%	25 7%	37 18%	49 10%	47 20%	25 8%	35 11%	5 9%	13 6%	75 12%
NET: Disagree	336 22%	202 28%	134 17%	82 19%	134 23%	121 24%	80 28%	84 20%	50 19%	121 22%	44 44%	45 13%	70 33%	102 20%	91 39%	39 12%	64 21%	7 13%	29 13%	156 26%
Don't know	51 3%	16 2%	35 4%	8 2%	16 3%	26 5%	10 4%	14 3%	5 2%	21 4%	- -	4 1%	7 3%	29 6%	2 1%	4 1%	10 3%	- -	8 4%	9 1%
Mean	3.18	3.07	3.29	3.29	3.15	3.12	3.07	3.18	3.29	3.19	2.58	3.52	2.82	3.22	2.75	3.51	3.19	3.47	3.41	3.07
Standard deviation	1.05	1.12	0.96	0.94	1.08	1.10	1.05	1.01	0.98	1.11	1.08	0.89	1.10	1.01	1.14	0.90	1.03	0.93	0.88	1.04
Standard error	0.03	0.04	0.03	0.05	0.04	0.05	0.04	0.06	0.07	0.05	0.12	0.04	0.08	0.05	0.08	0.05	0.05	0.11	0.05	0.05

Oldham East & Saddleworth Poll

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Absolutes/col percents

Table 22

Q.12 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, Nick Clegg and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Alan Johnson?

Base: All respondents

	Gender		Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Private Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
Cameron, Clegg & Osborne	559 37%	302 42%	257 33%	148 34%	214 37%	198 40%	125 43%	164 39%	98 38%	173 32%	85 85%	43 12%	156 74%	188 38%	175 74%	46 15%	127 42%	4 7%	69 32%	241 40%
Miliband & Johnson	328 22%	157 22%	172 22%	87 20%	136 23%	106 21%	64 22%	86 21%	55 21%	124 23%	1 1%	209 58%	14 7%	60 12%	10 4%	177 56%	59 19%	31 56%	64 29%	112 18%
Neither of them	419 28%	186 26%	233 30%	128 30%	161 28%	130 26%	71 24%	122 29%	73 28%	154 28%	11 11%	72 20%	24 11%	150 30%	37 16%	66 21%	78 26%	14 26%	64 29%	174 29%
Don't know	196 13%	79 11%	117 15%	70 16%	67 12%	60 12%	30 10%	43 10%	33 13%	91 17%	3 3%	35 10%	17 8%	103 21%	13 5%	26 8%	41 13%	6 11%	21 9%	80 13%

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 23

Q.13 Regardless of which Party you might vote for, which Party do you think is most likely to win the by-election next week in Oldham East & Saddleworth?

Base: All respondents

	Gender		Age			SEG				Vote Intention				Vote in 2010			Work Sector			
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab	LibDem	LibDem 2010, Lab Now	Public Sector	Pri- vate Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
Labour	637 42%	344 48%	293 38%	170 39%	268 46%	200 40%	135 47%	168 40%	112 43%	223 41%	35 35%	262 73%	49 23%	171 34%	72 31%	199 63%	141 46%	48 88%	109 50%	253 42%
The Liberal Democrats	477 32%	234 32%	243 31%	131 30%	174 30%	173 35%	96 33%	141 34%	81 31%	158 29%	41 41%	44 12%	140 66%	163 33%	96 41%	54 17%	112 37%	4 6%	60 28%	207 34%
The Conservatives	95 6%	49 7%	46 6%	41 9%	41 7%	14 3%	18 6%	33 8%	15 6%	29 5%	18 18%	18 5%	5 2%	37 7%	31 13%	15 5%	10 3%	1 1%	12 5%	51 8%
Another party	8 1%	1 *	7 1%	2 1%	4 1%	2 *	2 1%	- -	2 1%	4 1%	- -	- -	2 1%	2 *	1 *	3 1%	1 *	- -	1 *	3 *
Don't know	285 19%	95 13%	190 24%	89 21%	90 16%	106 21%	37 13%	73 17%	48 19%	127 23%	7 7%	34 10%	15 7%	128 26%	35 15%	45 14%	41 14%	3 5%	36 16%	92 15%

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 24

Q.14 If, instead of the Liberal Democrats and Conservatives standing separate candidates in next week's by-election, there was a single candidate representing both parties and standing on behalf of the coalition government, would you vote for...?

Base: All respondents

	Gender		Age			SEG				Vote Intention				Vote in 2010			LibDem 2010, Lab Now	Work Sector		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Con	Lab	LibDem	Don't know/ Refuse	Con	Lab		LibDem	Public Sector	Pri- vate Sector
Unweighted base	1503	708	795	318	601	584	583	253	207	460	82	419	219	502	192	403	365	66	306	507
Weighted base	1503	724	779	433	577	493	289	415	258	541	101	358	211	501	235	316	306	55	218	607
Labour	416 28%	198 27%	218 28%	120 28%	162 28%	133 27%	90 31%	100 24%	66 25%	160 30%	4 4%	308 86%	7 3%	61 12%	21 9%	222 70%	71 23%	50 92%	69 32%	144 24%
The Conservative-Lib Dem coalition	351 23%	173 24%	179 23%	70 16%	133 23%	149 30%	79 28%	108 26%	47 18%	117 22%	77 77%	12 3%	140 66%	101 20%	134 57%	15 5%	102 33%	2 3%	36 16%	151 25%
The UK Independence Party (UKIP)	45 3%	30 4%	15 2%	4 1%	25 4%	17 3%	14 5%	4 1%	3 1%	25 5%	2 2%	- -	2 1%	9 2%	7 3%	4 1%	11 4%	- -	10 4%	17 3%
The Green Party	25 2%	11 2%	14 2%	7 2%	10 2%	8 2%	7 2%	14 3%	- -	4 1%	- -	1 *	* *	11 2%	- -	3 1%	12 4%	1 2%	5 2%	12 2%
The British National Party (BNP)	45 3%	31 4%	13 2%	15 3%	14 2%	16 3%	2 1%	8 2%	11 4%	24 4%	- -	2 1%	1 *	12 2%	10 4%	3 1%	2 1%	- -	1 *	25 4%
The English Democrats	2 *	2 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	2 1%	- -	- -	1 *
Some other party	13 1%	8 1%	5 1%	3 1%	8 1%	2 *	6 2%	3 1%	- -	4 1%	- -	- -	2 1%	5 1%	1 1%	1 *	3 1%	- -	2 1%	7 1%
Or do you not know how you would vote	45 3%	18 3%	26 3%	13 3%	24 4%	8 2%	6 2%	18 4%	10 4%	11 2%	- -	- -	5 2%	38 8%	4 2%	3 1%	16 5%	- -	9 4%	21 3%
Wouldn't vote at all	361 24%	174 24%	187 24%	151 35%	129 22%	81 16%	44 15%	111 27%	79 31%	127 23%	14 14%	32 9%	41 19%	100 20%	35 15%	48 15%	56 18%	- -	58 26%	154 25%
Refused	73 5%	37 5%	36 5%	12 3%	21 4%	40 8%	15 5%	19 5%	10 4%	29 5%	- -	- -	- -	67 13%	3 1%	3 1%	2 1%	- -	12 5%	21 3%
Don't know	128 9%	41 6%	86 11%	38 9%	51 9%	39 8%	23 8%	29 7%	33 13%	42 8%	4 4%	3 1%	14 7%	97 19%	20 9%	14 4%	29 10%	2 3%	18 8%	54 9%

Oldham East & Saddleworth Poll
Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 25

Gender**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1503	1503
Weighted base	1503	1503
Male	708 47%	724 48%
Female	795 53%	779 52%

Oldham East & Saddleworth Poll
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Absolutes/col percents

Table 26

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1503	1503
Weighted base	1503	1503
18 - 24	100 7%	147 10%
25 - 34	218 15%	285 19%
35 - 44	254 17%	301 20%
45 - 54	347 23%	277 18%
55 - 64	262 17%	215 14%
65+	322 21%	278 19%

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Absolutes/col percents

Table 27

SEG**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1503	1503
Weighted base	1503	1503
A	166 11%	85 6%
B	417 28%	204 14%
C1	253 17%	415 28%
C2	207 14%	258 17%
D	158 11%	213 14%
E	302 20%	328 22%

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Absolutes/col percents

Table 28
Ethnicity
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1503	1503
Weighted base	1503	1503
NET: White	1332 89%	1339 89%
- British	1290 86%	1297 86%
- Irish	10 1%	9 1%
- Other white background	25 2%	24 2%
- White not stated	7 *	8 1%
NET: Mixed	22 1%	17 1%
- White and black Caribbean	6 *	5 *
- White and Asian	4 *	4 *
- Another mixed background	1 *	* *
- Mixed not stated	11 1%	8 1%
NET: Asian or Asian British	110 7%	116 8%
- Indian	5 *	5 *
- Pakistani	60 4%	63 4%
- Bangladeshi	33 2%	32 2%
- Another Asian background	7 *	8 1%

Prepared by Populus for Lord Ashcroft

Oldham East & Saddleworth Poll
Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 28
Ethnicity
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	1503	1503
- Asian not stated	5 *	7 *
NET: Black or Black British	19 1%	17 1%
- Caribbean	3 *	2 *
- African	4 *	1 *
- Another black background	5 *	7 *
- Black not stated	7 *	7 *
Chinese	10 1%	8 1%
Other ethnic group	10 1%	5 *

Oldham East & Saddleworth Poll
Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 29

Do you work in any of the following occupations...?**Base: All respondents who work**

	Unweighted Total	Weighted Total
Unweighted base	831	831
Weighted base	831	840
NET: Public Sector	306 37%	218 26%
Central government including all administrative departments and central government agencies such as the Bank of England	22 3%	12 1%
HM Forces	1 *	1 *
National Health Service	76 9%	62 7%
Universities and Academies funded by government	26 3%	15 2%
Courts service	4 *	3 *
Local government administration	37 4%	22 3%
Police service	10 1%	9 1%
Public sector housing	15 2%	13 2%
Teaching employed by local education authority including voluntary aided schools and foundation schools	83 10%	53 6%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	12 1%	13 2%

Prepared by Populus for Lord Ashcroft

Oldham East & Saddleworth Poll
Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 29

Do you work in any of the following occupations...?**Base: All respondents who work**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Weighted base	831	840
Bradford and Bingley or Northern Rock Building societies	1 *	1 *
Other public sector occupation	19 2%	15 2%
No/ None/ not in public sector	507 61%	607 72%
Refused	18 2%	15 2%

Oldham East & Saddleworth Poll

Fieldwork : January 5th-6th 2011

Absolutes/col percents

Table 30

Q.5/5a At the recent general election, in May last year, many people didn't vote. Can you remember, did you vote in the general election, or did you not vote? Could you tell me which party you voted for at the general election back in May last year?

Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1503	1503
Weighted base	1503	1503
The Conservative Party	192 13%	235 16%
The Labour Party	403 27%	316 21%
The Liberal Democrats	365 24%	306 20%
The UK Independence Party (UKIP)	15 1%	33 2%
The Green Party	3 *	6 *
The British National Party (BNP)	14 1%	30 2%
The English Democrats	-	-
Some other party	9 1%	15 1%
Did not vote	292 19%	365 24%
Refused	185 12%	170 11%
Don't know	25 2%	28 2%