

Heywood & Middleton Constituency Poll

Prepared on behalf of The Sun

1 Oct 2014

Table 1
Q1. Could I confirm that you live in the ward of [Y] ?
Base : All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Undecided	Labour	Conservative	Liberal Democrat	Other	Did not vote	Heywood and Hopwood	Middleton	Rural North/ East
Unweighted Total	551	255	296	87	179	285	44	156	11	107	99	187	110	34	22	97	165	216	170
Weighted Total	551	271	280	149	196	206	43	154	11	98	104	177	100	33	21	120	172	223	156
Barnford	53	29	24	11	19	23	9	5	2	7	11	9	14	7	1	8	-	-	53
	9.6%	10.7%	8.4%	7.3%	9.6%	11.1%	21.2%	3.5%	15.0%	7.3%	10.3%	5.2%	14.0%	21.0%	4.5%	6.8%	-	-	33.7%
Castleton	49	19	30	17	14	19	1	12	3	11	7	12	10	2	3	13	-	-	49
	9.0%	7.0%	10.9%	11.3%	7.0%	9.1%	2.4%	7.6%	25.7%	11.5%	6.3%	6.8%	10.4%	7.4%	16.0%	11.1%	-	-	31.6%
Heywood North	47	19	27	14	15	17	3	12	1	10	8	16	6	7	2	10	47	-	-
	8.5%	7.1%	9.7%	9.6%	7.6%	8.4%	6.2%	7.5%	6.6%	10.6%	8.0%	9.0%	6.4%	22.5%	10.8%	8.3%	27.1%	-	-
Heywood West	62	34	28	11	27	24	6	14	-	21	5	17	8	1	5	10	62	-	-
	11.2%	12.5%	10.0%	7.3%	13.6%	11.8%	13.1%	9.1%	-	21.1%	5.1%	9.6%	7.7%	4.4%	23.6%	8.5%	36.0%	-	-
Hopwood Hall	63	35	29	17	24	23	6	22	3	7	15	26	10	5	2	12	63	-	-
	11.5%	12.8%	10.2%	11.1%	12.3%	11.1%	13.3%	14.3%	28.1%	7.1%	14.2%	14.6%	10.2%	13.8%	7.1%	10.0%	36.9%	-	-
Middleton East	46	25	20	11	16	19	-	18	1	5	12	18	3	1	1	14	-	46	-
	8.3%	9.4%	7.2%	7.2%	8.2%	9.1%	-	11.6%	10.0%	4.7%	11.1%	10.0%	3.4%	3.3%	3.6%	11.6%	-	20.5%	-
Middleton North	72	31	41	25	24	23	6	19	-	12	16	25	12	2	2	21	-	72	-
	13.0%	11.5%	14.5%	16.8%	12.1%	11.2%	13.0%	12.6%	-	12.4%	15.3%	13.9%	12.4%	5.5%	10.7%	17.5%	-	32.3%	-
Middleton South	46	22	25	11	17	19	2	20	-	9	4	19	10	1	1	9	-	46	-
	8.4%	8.0%	8.8%	7.3%	8.6%	9.0%	5.4%	13.2%	-	8.9%	4.2%	11.0%	10.1%	3.3%	5.5%	7.2%	-	20.9%	-
Middleton West	59	30	29	14	18	26	3	23	-	9	10	24	7	3	3	10	-	59	-
	10.7%	11.1%	10.2%	9.5%	9.4%	12.8%	6.1%	15.0%	-	9.4%	10.0%	13.4%	7.4%	9.1%	15.2%	8.5%	-	26.4%	-
Norden	54	27	28	19	23	13	8	8	2	7	16	12	18	3	1	13	-	-	54
	9.9%	9.8%	9.9%	12.6%	11.5%	6.3%	19.4%	5.5%	14.5%	7.0%	15.6%	6.5%	18.0%	9.7%	2.9%	10.4%	-	-	34.8%
SIGMA	551	271	280	149	196	206	43	154	11	98	104	177	100	33	21	120	172	223	156
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 2

Q2. Following the death of your local MP, Jim Dobbin, there will be a by-election in your Heywood and Middleton constituency on Thursday of next week to elect a new MP for your area. On a scale of 0-10, how likely will you be to vote in this by-election, where 10 means definitely will vote and 0 means definitely won't vote?

Base : All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Undecided	Labour	Conservative	Liberal Democrat	Other	Did not vote	Heywood and Hopwood	Middleton	Rural North/ East
Unweighted Total	551	255	296	87	179	285	44	156	11	107	99	187	110	34	22	97	165	216	170
Weighted Total	551	271	280	149	196	206	43	154	11	98	104	177	100	33	21	120	172	223	156
10	294 53.4%	137 50.5%	157 56.2%	44 29.8%	106 53.9%	144 70.0%	24 56.1%	110 71.7%	9 83.9%	66 66.8%	44 42.2%	121 68.0%	70 69.5%	21 63.3%	20 91.3%	15 12.5%	99 57.6%	119 53.6%	76 48.4%
9	22 4.0%	12 4.4%	10 3.6%	6 4.3%	6 3.2%	9 4.5%	5 11.3%	5 3.0%	1 6.1%	4 3.8%	5 4.4%	5 3.1%	5 5.1%	1 2.9%	- -	5 3.8%	3 2.0%	7 3.1%	12 7.5%
8	44 8.0%	24 8.7%	21 7.4%	15 10.4%	11 5.7%	18 8.6%	3 6.2%	17 10.8%	- -	8 7.7%	12 11.9%	19 10.6%	7 6.9%	1 1.9%	- -	7 6.0%	21 12.2%	14 6.1%	10 6.3%
7	24 4.3%	11 3.9%	13 4.6%	8 5.6%	13 6.7%	2 1.0%	4 8.4%	8 5.1%	- -	6 5.6%	5 4.4%	8 4.7%	7 6.5%	1 2.9%	- -	5 4.2%	4 2.5%	10 4.7%	9 5.7%
6	11 2.0%	2 0.9%	9 3.1%	5 3.1%	4 2.3%	2 1.0%	1 2.6%	4 2.9%	1 10.0%	1 0.6%	4 3.7%	4 2.3%	1 0.6%	1 3.3%	- -	4 3.5%	1 0.7%	5 2.2%	5 3.3%
5	47 8.5%	27 9.9%	20 7.1%	21 14.1%	16 8.4%	9 4.4%	4 8.4%	4 2.9%	- -	12 11.9%	22 20.7%	9 5.1%	6 6.0%	1 2.4%	1 5.6%	17 14.2%	12 7.1%	21 9.3%	14 8.7%
4	7 1.4%	2 0.7%	6 2.0%	4 2.4%	3 1.6%	1 0.4%	- -	3 1.8%	- -	2 1.7%	3 2.8%	- -	- -	- -	- -	5 4.4%	2 1.1%	5 2.1%	1 0.6%
3	6 1.1%	4 1.6%	2 0.6%	2 1.2%	2 1.1%	2 1.0%	1 2.2%	1 0.5%	- -	- -	3 3.1%	1 0.4%	1 1.0%	1 2.0%	- -	2 1.5%	1 0.4%	3 1.4%	2 1.5%
2	7 1.3%	3 1.3%	4 1.4%	- -	7 3.4%	1 0.3%	2 4.8%	1 0.8%	- -	2 1.7%	2 2.2%	3 1.9%	- -	- -	- -	3 2.7%	1 0.7%	3 1.5%	3 1.7%
1	6 1.0%	5 1.7%	1 0.4%	2 1.2%	2 1.2%	2 0.8%	- -	1 0.5%	- -	- -	5 4.8%	- -	- -	1 2.4%	- -	5 4.1%	6 3.3%	- -	- -
0	83 15.0%	45 16.5%	38 13.6%	42 27.9%	25 12.7%	16 7.9%	- -	- -	- -	- -	- -	7 3.8%	4 4.4%	6 19.0%	1 3.1%	51 42.8%	21 12.5%	36 16.1%	26 16.3%
SIGMA	551 100.0%	271 100.0%	280 100.0%	149 100.0%	196 100.0%	206 100.0%	43 100.0%	154 100.0%	11 100.0%	98 100.0%	104 100.0%	177 100.0%	100 100.0%	33 100.0%	21 100.0%	120 100.0%	172 100.0%	223 100.0%	156 100.0%

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Table 3

Q3. Weighted by normal weighting

Q3. In this by-election, which candidate do you think you will be most likely to vote for?

Base : Respondents likely to vote

	Gender		Age			Voting Intention					2010 Vote					Ward Group			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Undecided	Labour	Conservative	Liberal Democrat	Other	Did not vote	Heywood and Hopwood	Middleton	Rural North/ East	
Unweighted Total	481	218	263	63	156	262	44	156	11	107	99	181	105	29	21	55	148	189	144
Weighted Total	468	226	242	108	171	189	43	154	11	98	104	171	96	27	21	69	150	187	131
Ian Gartside - Conservative	43	19	23	9	20	14	43	-	-	-	-	2	28	1	-	6	14	10	18
	9.1%	8.6%	9.7%	8.4%	11.6%	7.3%	100.0%	-	-	-	-	1.1%	29.1%	3.6%	-	8.6%	9.3%	5.6%	14.1%
Liz McInnes - Labour	154	71	83	40	48	66	-	154	-	-	-	116	3	5	1	17	48	81	26
	32.8%	31.3%	34.2%	36.8%	28.0%	34.9%	-	100.0%	-	-	-	68.0%	2.7%	19.5%	6.6%	24.4%	31.6%	43.2%	19.5%
Anthony Smith - Liberal Democrat	11	6	5	3	4	3	-	-	11	-	-	3	3	5	-	1	4	1	6
	2.4%	2.6%	2.1%	2.9%	2.6%	1.8%	-	-	100.0%	-	-	1.5%	3.1%	17.2%	-	1.1%	2.6%	0.6%	4.7%
John Bickley - UKIP	98	59	39	10	42	46	-	-	-	98	-	30	28	5	14	9	38	35	25
	21.0%	26.0%	16.2%	9.3%	24.4%	24.5%	-	-	-	100.0%	-	17.8%	29.3%	17.3%	65.9%	13.8%	25.4%	18.6%	19.4%
Abi Jackson - Green	9	8	2	7	-	2	-	-	-	-	-	2	-	-	2	4	4	4	1
	2.0%	3.4%	0.7%	6.8%	-	1.1%	-	-	-	-	-	1.2%	-	-	8.3%	5.4%	2.5%	2.3%	1.0%
Undecided	104	40	64	36	39	30	-	-	-	104	-	16	27	10	3	28	28	42	34
	22.3%	17.6%	26.7%	33.0%	22.7%	15.9%	-	-	-	100.0%	-	9.5%	28.5%	37.0%	12.1%	40.8%	18.9%	22.7%	25.6%
Refused	48	24	25	3	18	27	-	-	-	-	-	2	7	1	1	4	15	13	21
	10.4%	10.4%	10.3%	2.9%	10.6%	14.4%	-	-	-	-	-	0.9%	7.3%	5.4%	7.2%	5.9%	9.8%	7.0%	15.8%
SIGMA	468	226	242	108	171	189	43	154	11	98	104	171	96	27	21	69	150	187	131
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 4

Q3. Weighted by normal weighting and likelihood to vote

Q3. In this by-election, which candidate do you think you will be most likely to vote for?

Base : Respondents likely to vote

	Gender		Age			Voting Intention					2010 Vote					Ward Group			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Undecided	Labour	Conservative	Liberal Democrat	Other	Did not vote	Heywood and Hopwood	Middleton	Rural North/ East	
Unweighted Total	481	218	263	63	156	262	44	156	11	107	99	181	105	29	21	55	148	189	144
Weighted Total	481	229	252	100	172	209	43	167	13	103	93	185	105	29	24	52	156	192	134
Ian Gartside - Conservative	43	20	23	8	19	16	43	-	-	-	-	1	31	1	-	4	15	9	18
	9.0%	8.8%	9.2%	8.4%	11.1%	7.5%	100.0%	-	-	-	-	0.6%	29.5%	2.8%	-	7.8%	9.9%	4.9%	13.7%
Liz McInnes - Labour	167	75	92	41	52	74	-	167	-	-	-	129	3	5	2	14	50	88	29
	34.7%	32.7%	36.6%	40.9%	30.1%	35.5%	-	100.0%	-	-	-	69.8%	2.9%	18.6%	6.7%	27.6%	32.4%	45.9%	21.3%
Anthony Smith - Liberal Democrat	13	7	6	4	5	4	-	-	13	-	-	3	4	5	-	1	5	1	7
	2.6%	3.1%	2.2%	3.7%	2.8%	2.0%	-	-	100.0%	-	-	1.7%	3.3%	17.2%	-	1.8%	2.9%	0.4%	5.4%
John Bickley - UKIP	103	64	39	8	44	52	-	-	-	103	-	32	31	6	16	8	42	36	25
	21.4%	27.8%	15.6%	7.5%	25.5%	24.8%	-	-	-	100.0%	-	17.4%	29.6%	19.1%	64.9%	15.0%	27.2%	18.8%	18.4%
Abi Jackson - Green	10	8	2	8	-	3	-	-	-	-	-	3	-	-	2	4	3	5	2
	2.1%	3.5%	0.8%	7.6%	-	1.2%	-	-	-	-	-	1.4%	-	-	8.5%	8.5%	2.1%	2.7%	1.2%
Undecided	93	31	62	29	34	30	-	-	-	93	-	15	29	11	3	16	23	38	32
	19.2%	13.3%	24.7%	28.6%	19.9%	14.2%	-	-	-	100.0%	-	8.2%	27.1%	36.4%	12.5%	30.4%	14.9%	19.7%	23.5%
Refused	53	25	28	3	18	31	-	-	-	-	-	2	8	2	2	5	16	14	22
	10.9%	10.8%	11.0%	3.3%	10.6%	14.8%	-	-	-	-	-	1.0%	7.5%	6.0%	7.4%	8.9%	10.4%	7.5%	16.4%
SIGMA	481	229	252	100	172	209	43	167	13	103	93	185	105	29	24	52	156	192	134
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 5

Q3. Weighted by normal weighting, likelihood to vote and with undecided / refused removed

Q3. In this by-election, which candidate do you think you will be most likely to vote for?

Base : Respondents likely to vote

	Gender		Age			Voting Intention					2010 Vote					Ward Group			
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Undecided	Labour	Conservative	Liberal Democrat	Other	Did not vote	Heywood and Hopwood	Middleton	Rural North/ East	
Unweighted Total	325	156	169	40	103	182	44	156	11	107	-	162	71	15	17	31	105	134	86
Weighted Total	336	174	162	68	119	148	43	167	13	103	-	168	69	17	19	31	116	139	80
Ian Gartside - Conservative	43	20	23	8	19	16	43	-	-	-	-	1	31	1	-	4	15	9	18
	12.9%	11.6%	14.2%	12.4%	15.9%	10.6%	100.0%	-	-	-	-	0.7%	45.1%	4.8%	-	12.8%	13.3%	6.7%	22.8%
Liz McInnes - Labour	167	75	92	41	52	74	-	167	-	-	-	129	3	5	2	14	50	88	29
	49.7%	43.1%	56.8%	60.1%	43.4%	50.0%	-	100.0%	-	-	-	76.9%	4.5%	32.2%	8.4%	45.4%	43.4%	63.1%	35.5%
Anthony Smith - Liberal Democrat	13	7	6	4	5	4	-	-	13	-	-	3	4	5	-	1	5	1	7
	3.7%	4.0%	3.4%	5.4%	4.0%	2.8%	-	-	100.0%	-	-	1.9%	5.1%	29.8%	-	3.0%	3.9%	0.6%	9.0%
John Bickley - UKIP	103	64	39	8	44	52	-	-	-	103	-	32	31	6	16	8	42	36	25
	30.7%	36.6%	24.3%	11.0%	36.7%	34.9%	-	-	-	100.0%	-	19.1%	45.3%	33.2%	80.9%	24.7%	36.4%	25.9%	30.6%
Abi Jackson - Green	10	8	2	8	-	3	-	-	-	-	-	3	-	-	2	4	3	5	2
	3.0%	4.6%	1.3%	11.1%	-	1.7%	-	-	-	-	-	1.5%	-	-	10.6%	14.1%	2.9%	3.7%	2.0%
SIGMA	336	174	162	68	119	148	43	167	13	103	-	168	69	17	19	31	116	139	80
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 6

Q4. What is your main reason for wanting to vote for [that party]?

Base : All Answering

	Total	Gender		Age			Voting Intention					2010 Vote					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Undecided	Labour	Conservative	Liberal Democrat	Other	Did not vote	Heywood and Hopwood	Middleton	Rural North/ East
Unweighted Total	325	156	169	40	103	182	44	156	11	107	-	162	71	15	17	31	105	134	86
Weighted Total	315	163	152	69	114	132	43	154	11	98	-	153	62	16	17	36	107	131	77
I dislike another party and want to stop them winning (tactical)	39 12.4%	21 13.0%	18 11.8%	7 9.8%	15 12.9%	17 13.2%	4 8.3%	20 13.0%	1 13.5%	14 14.2%	-	18 12.0%	11 18.2%	1 7.1%	1 5.7%	6 15.3%	8 7.8%	23 17.7%	7 9.6%
I dislike another candidate personally and want to stop them winning	2 0.7%	-	2 1.4%	-	2 1.8%	-	-	1 0.7%	-	1 1.0%	-	1 0.7%	-	1 6.2%	-	-	1 1.0%	-	1 1.3%
I like their party leader	4 1.4%	2 1.0%	3 1.9%	2 2.3%	2 2.0%	1 0.5%	2 3.7%	1 0.7%	-	2 1.8%	-	3 1.9%	2 2.6%	-	-	-	1 1.0%	1 0.8%	2 2.9%
Local party good for area	13 4.1%	7 4.0%	7 4.3%	4 5.2%	4 3.9%	5 3.8%	3 6.1%	8 5.4%	2 19.4%	-	-	6 4.2%	1 2.3%	2 9.8%	-	4 10.1%	3 3.3%	7 5.6%	2 2.9%
I like the candidate	8 2.6%	2 1.0%	6 4.2%	1 2.2%	3 2.7%	3 2.6%	1 2.2%	3 1.7%	4 34.6%	1 0.7%	-	3 1.7%	3 5.4%	1 4.7%	1 4.4%	-	1 1.4%	2 1.4%	5 6.2%
I like their policies generally	69 21.9%	39 24.0%	30 19.7%	15 22.0%	24 21.4%	29 22.3%	10 24.2%	23 15.2%	-	29 29.1%	-	28 18.5%	16 26.6%	2 10.9%	8 45.4%	6 17.1%	28 26.5%	18 13.6%	23 29.7%
I like their policies specifically on immigration	16 5.2%	7 4.3%	9 6.2%	-	8 7.0%	8 6.4%	-	-	-	16 16.8%	-	4 2.9%	5 8.4%	-	4 22.6%	1 1.8%	8 7.5%	5 3.7%	4 4.6%
I like their policies specifically on the economy	3 0.8%	1 0.9%	1 0.7%	-	1 1.0%	1 1.1%	3 6.0%	-	-	-	-	-	3 4.2%	-	-	-	1 0.7%	1 0.8%	1 0.9%
As a general protest	9 2.8%	7 4.2%	2 1.4%	2 2.3%	2 1.9%	5 3.8%	-	-	-	8 8.3%	-	4 2.5%	3 5.2%	-	1 7.1%	-	1 0.7%	4 3.2%	4 5.1%
They are different from the other parties / I want a change	48 15.2%	27 16.4%	21 13.8%	7 10.2%	18 15.6%	23 17.4%	5 12.8%	13 8.1%	3 26.3%	23 23.7%	-	17 11.1%	9 14.2%	5 33.3%	4 22.6%	8 22.0%	16 14.9%	19 14.7%	13 16.4%
Always voted for them (tribal loyalty)	111 35.1%	53 32.7%	57 37.8%	26 37.8%	42 37.0%	42 32.1%	14 32.4%	94 61.2%	3 25.4%	-	-	80 52.6%	11 17.9%	5 30.0%	1 3.8%	10 27.8%	41 38.5%	49 37.2%	21 26.9%
Does not fit any category	25 7.9%	13 7.7%	12 8.0%	14 20.6%	5 4.7%	5 4.0%	5 12.6%	9 5.9%	-	10 10.5%	-	5 3.2%	3 5.2%	2 9.8%	-	5 13.7%	10 9.4%	11 8.5%	4 4.6%
SIGMA	347 110.1%	178 109.3%	169 111.0%	78 112.4%	128 111.9%	142 107.4%	46 108.5%	172 112.0%	13 119.2%	104 105.9%	-	170 111.2%	68 110.1%	17 111.9%	19 111.5%	39 108.0%	121 112.8%	141 107.4%	85 111.1%

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Table 7
Q5. What is your main reason being undecided?
Base : All Answering

	Total	Gender		Age			Voting Intention					2010 Vote					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Undecided	Labour	Conservative	Liberal Democrat	Other	Did not vote	Heywood and Hopwood	Middleton	Rural North/ East
Unweighted Total	99	35	64	21	36	42	-	-	-	-	99	17	25	12	3	20	26	39	34
Weighted Total	104	40	64	36	39	30	-	-	-	-	104	16	27	10	3	28	28	42	34
Was unaware of the by-election	6 5.3%	2 4.7%	4 5.8%	3 9.4%	2 5.7%	-	-	-	-	-	6 5.3%	1 6.8%	-	-	-	4 16.0%	2 6.5%	2 5.2%	1 4.5%
Yet to be convinced by any candidate	28 26.6%	6 15.1%	22 33.7%	10 28.1%	12 30.9%	6 19.3%	-	-	-	-	28 26.6%	6 38.9%	8 28.3%	4 36.0%	-	7 24.1%	7 24.5%	14 33.6%	7 19.6%
Yet to be convinced by any party	40 38.6%	17 43.6%	23 35.4%	12 33.0%	14 36.7%	14 47.6%	-	-	-	-	40 38.6%	9 55.4%	8 30.4%	6 59.2%	-	9 31.7%	11 40.1%	16 36.9%	13 39.3%
Unaware of the best way to use my vote tactically	7 6.6%	2 4.7%	5 7.8%	3 9.4%	2 5.7%	1 4.5%	-	-	-	-	7 6.6%	-	2 8.1%	1 6.3%	1 44.1%	-	2 6.5%	3 6.9%	2 6.3%
Other	40 38.5%	18 44.0%	23 35.0%	14 39.1%	15 38.2%	11 38.1%	-	-	-	-	40 38.5%	5 28.8%	14 51.9%	1 9.7%	1 55.9%	11 38.8%	9 32.4%	18 41.6%	13 39.7%
SIGMA	121 115.6%	45 112.1%	76 117.8%	42 119.1%	45 117.2%	33 109.5%	-	-	-	-	121 115.6%	21 129.8%	32 118.7%	11 111.1%	3 100.0%	31 110.5%	31 110.1%	53 124.3%	37 109.4%

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Table 8

Q6. Which party did you vote for at the 2010 General Election, or did you not vote?

Base : All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Undecided	Labour	Conservative	Liberal Democrat	Other	Did not vote	Heywood and Hopwood	Middleton	Rural North/ East
Unweighted Total	551	255	296	87	179	285	44	156	11	107	99	187	110	34	22	97	165	216	170
Weighted Total	551	271	280	149	196	206	43	154	11	98	104	177	100	33	21	120	172	223	156
Labour	177	88	90	33	63	82	2	116	3	30	16	177	-	-	-	-	59	85	33
	32.2%	32.4%	32.0%	21.9%	32.1%	39.8%	4.3%	75.5%	23.7%	30.9%	15.5%	100.0%	-	-	-	-	34.3%	38.4%	21.0%
Conservative	100	44	56	17	38	45	28	3	3	28	27	-	100	-	-	-	24	33	43
	18.2%	16.2%	20.2%	11.2%	19.5%	22.0%	65.2%	1.7%	27.2%	28.6%	26.2%	-	100.0%	-	-	-	14.2%	15.0%	27.2%
Liberal Democrat	33	12	21	8	13	12	1	5	5	5	10	-	-	33	-	-	14	7	13
	6.0%	4.4%	7.6%	5.6%	6.5%	5.9%	2.2%	3.4%	42.0%	4.8%	9.5%	-	-	100.0%	-	-	7.9%	3.2%	8.1%
UKIP	14	10	4	-	8	6	-	1	-	11	2	-	-	-	14	-	7	5	2
	2.5%	3.6%	1.5%	-	4.1%	2.9%	-	0.4%	-	10.9%	1.8%	-	-	-	65.0%	-	4.1%	2.1%	1.4%
Did not vote	120	69	51	62	39	18	6	17	1	9	28	-	-	-	-	120	32	54	34
	21.7%	25.5%	18.1%	41.7%	20.0%	8.9%	13.8%	10.9%	7.1%	9.6%	26.8%	-	-	-	100.0%	-	18.7%	24.1%	21.7%
Can't remember	37	14	22	15	9	13	3	7	-	8	10	-	-	-	-	-	12	13	12
	6.7%	5.3%	8.0%	10.4%	4.4%	6.1%	7.5%	4.7%	-	8.0%	9.1%	-	-	-	-	-	6.8%	5.8%	7.6%
Refused	62	33	29	11	24	28	3	5	-	4	11	-	-	-	-	-	22	23	17
	11.3%	12.2%	10.4%	7.1%	12.2%	13.4%	7.0%	3.0%	-	4.2%	10.4%	-	-	-	-	-	13.0%	10.1%	11.1%
Other	8	1	6	3	2	2	-	1	-	3	1	-	-	-	8	-	2	3	3
	1.4%	0.4%	2.3%	2.2%	1.2%	1.0%	-	0.5%	-	3.0%	0.6%	-	-	-	35.0%	-	1.1%	1.3%	1.8%
SIGMA	551	271	280	149	196	206	43	154	11	98	104	177	100	33	21	120	172	223	156
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 9

Q7. Finally, for demographic purposes, could I just ask your age?

Base : All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Undecided	Labour	Conservative	Liberal Democrat	Other	Did not vote	Heywood and Hopwood	Middleton	Rural North/ East
Unweighted Total	551	255	296	87	179	285	44	156	11	107	99	187	110	34	22	97	165	216	170
Weighted Total	551	271	280	149	196	206	43	154	11	98	104	177	100	33	21	120	172	223	156
18-24	87	58	29	87	-	-	3	21	2	5	23	9	8	7	-	48	20	34	33
	15.8%	21.3%	10.4%	58.2%	-	-	8.0%	13.4%	14.5%	5.0%	22.3%	5.0%	8.2%	20.4%	-	39.8%	11.7%	15.3%	20.9%
25-34	62	34	28	62	-	-	6	19	1	5	12	24	9	1	3	15	22	27	14
	11.3%	12.6%	10.1%	41.8%	-	-	13.0%	12.4%	13.5%	5.1%	11.7%	13.4%	8.5%	4.5%	15.0%	12.2%	12.6%	12.0%	8.9%
35-44	54	18	36	-	54	-	4	11	1	8	18	13	10	3	-	12	15	24	16
	9.9%	6.7%	12.9%	-	27.8%	-	9.9%	7.3%	9.3%	7.7%	16.8%	7.6%	10.3%	9.6%	-	10.1%	8.7%	10.7%	10.1%
45-54	142	61	81	-	142	-	16	37	3	34	21	49	28	10	10	27	51	51	40
	25.7%	22.4%	28.9%	-	72.2%	-	36.7%	23.9%	31.0%	34.9%	20.4%	27.9%	27.9%	28.8%	48.3%	22.7%	29.5%	23.1%	25.3%
55-64	97	47	50	-	-	97	5	33	2	21	16	41	20	4	3	8	25	42	29
	17.6%	17.4%	17.7%	-	-	47.1%	12.5%	21.4%	18.8%	20.9%	15.0%	23.3%	19.8%	12.8%	16.0%	6.7%	14.6%	19.0%	18.8%
65+	109	53	56	-	-	109	8	33	1	26	14	40	25	8	4	10	39	44	25
	19.7%	19.5%	19.9%	-	-	52.9%	19.8%	21.6%	12.8%	26.3%	13.7%	22.8%	25.3%	23.9%	20.6%	8.5%	22.9%	19.9%	16.1%
SIGMA	551	271	280	149	196	206	43	154	11	98	104	177	100	33	21	120	172	223	156
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 10
Q8. Gender
Base : All Respondents

	Total	Gender		Age			Voting Intention					2010 Vote					Ward Group		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Undecided	Labour	Conservative	Liberal Democrat	Other	Did not vote	Heywood and Hopwood	Middleton	Rural North/ East
Unweighted Total	551	255	296	87	179	285	44	156	11	107	99	187	110	34	22	97	165	216	170
Weighted Total	551	271	280	149	196	206	43	154	11	98	104	177	100	33	21	120	172	223	156
Male	271	271	-	92	79	100	19	71	6	59	40	88	44	12	11	69	88	108	75
	49.2%	100.0%	-	61.6%	40.3%	48.7%	45.3%	46.2%	54.0%	60.0%	38.2%	49.5%	43.8%	36.3%	51.1%	57.6%	51.2%	48.7%	47.8%
Female	280	-	280	57	117	105	23	83	5	39	64	90	56	21	10	51	84	114	82
	50.8%	-	100.0%	38.4%	59.7%	51.3%	54.7%	53.8%	46.0%	40.0%	61.8%	50.5%	56.2%	63.7%	48.9%	42.4%	48.8%	51.3%	52.2%
SIGMA	551	271	280	149	196	206	43	154	11	98	104	177	100	33	21	120	172	223	156
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Page	Table	Title	Base Description	Base
	4	1	Q1. Could I confirm that you live in the ward of [Y] ?	Base : All Respondents	551
	5	2	Q2. Following the death of your local MP, Jim Dobbin, there will be a by-election in your Heywood and Middleton constituency on Thursday of next week to elect a new MP for your area. On a scale of 0-10, how likely will you be to vote in this by-election, where 10 means definitely will vote and 0 means definitely won't vote?	Base : All Respondents	551
	6	3	Q3. Weighted by normal weighting Q3. In this by-election, which candidate do you think you will be most likely to vote for?	Base : Respondents likely to vote	481
	7	4	Q3. Weighted by normal weighting and likelihood to vote Q3. In this by-election, which candidate do you think you will be most likely to vote for?	Base : Respondents likely to vote	481
	8	5	Q3. Weighted by normal weighting, likelihood to vote and with undecided / refused removed Q3. In this by-election, which candidate do you think you will be most likely to vote for?	Base : Respondents likely to vote	325
	9	6	Q4. What is your main reason for wanting to vote for [that party]?	Base : All Answering	325
	10	7	Q5. What is your main reason being undecided?	Base : All Answering	99
	11	8	Q6. Which party did you vote for at the 2010 General Election, or did you not vote?	Base : All Respondents	551
	12	9	Q7. Finally, for demographic purposes, could I just ask your age?	Base : All Respondents	551
	13	10	Q8. Gender	Base : All Respondents	551