

OLDHAM EAST & SADDLEWORTH

POST-ELECTION CALLBACK POLL, JANUARY 2011

500 adults in the Oldham East & Saddleworth constituency were interviewed by telephone between 14 and 16 January 2011. Respondents had all taken part in the pre-election poll conducted on 5 and 6 January.

1. ELECTION RESULT

How did you end up voting in the by-election that took place on Thursday?

	ALL	2010 Con voters	2010 Lab voters	2010 LD voters
Debbie Abrahams, Labour	42%	5%	91%	29%
Elwyn Watkins, Lib Dem	32%	33%	5%	55%
Kashif Ali, Conservative	13%	49%	-	3%
UK Independence Party	7%	10%	1%	7%
British National Party	3%	1%	1%	-
Green Party	2%	-	2%	4%
One of the other parties	1%	1%	-	2%

2. TIMING OF VOTING DECISION

When did you decide how you were going to vote in the by-election?

	ALL	Voted Con	Voted Lab	Voted LD	Voted Other
At the last minute / on the day of the election	15%	13%	11%	16%	29%
In the last few days before the election	10%	10%	5%	10%	16%
Last week / a couple of weeks ago	12%	3%	12%	14%	9%
Earlier in the campaign / before Christmas	14%	13%	13%	11%	18%
Before the campaign started / as soon as it was clear there was going to be a by-election	48%	60%	58%	48%	27%

3. REASONS FOR SWITCHING

I notice that you voted for [...] in the general election last year, but you voted differently – for [...] – in the by-election this week. What is the main reason you voted differently in the by-election?

	ALL
Not happy about the coalition / disagree with specific coalition policies	32%
Voted tactically as the Lib Dems stood a better chance of beating Labour / Conservatives couldn't win	17%
Liked Elwyn Watkins and the stand he took to force the by-election	5%
Disillusioned with all the main parties	3%
Liked Debbie Abrahams but didn't like Phil Woolas	2%
Didn't vote Labour in general election because of Gordon Brown and now he has gone	2%
Approve of / wanted to support the coalition	1%
Other	38%

From your last answer, what led you to conclude that the Liberal Democrat candidate had a better chance of beating Labour and winning the by-election than the Conservative candidate did? [All those giving this as the reason for switching]

	ALL
Learned from TV or newspapers that Lib Dems were only a few votes behind at general election	43%
Just knew / remembered from last election	22%
The Lib Dem campaign literature emphasised it	9%
Other	39%