

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 1

**Q.2 Many people currently say that they probably won't vote at all at the next general election, while others say they would definitely vote. How likely are you, personally, to vote at the next election?**

**Base: All respondents**

**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Midlands	North England	Wales & South West	Scotland	Conservative	Labour	Liberal Democrat	Swing Voters	
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320	
Absolutely certain to vote	(10)	449	221	228	29	57	81	72	72	137	118	122	76	134	117	110	108	58	56	141	127	64	87
		45%	45%	45%	26%	30%	42%	42%	55%	68%	49%	44%	37%	48%	44%	42%	43%	42%	63%	64%	51%	45%	27%
	(9)	65	37	28	6	14	7	19	9	11	14	23	15	14	14	18	20	6	7	13	15	13	24
		6%	8%	5%	6%	7%	4%	11%	6%	5%	6%	8%	7%	5%	5%	7%	8%	4%	8%	6%	6%	9%	7%
	(8)	99	44	55	18	21	20	15	13	11	28	35	18	18	31	27	18	14	9	20	33	19	38
		10%	9%	11%	16%	11%	10%	9%	10%	5%	12%	13%	8%	6%	12%	10%	7%	10%	10%	9%	13%	13%	12%
	(7)	40	17	24	9	8	13	5	3	3	11	13	8	9	11	8	12	10	1	10	9	15	20
		4%	3%	5%	8%	4%	7%	3%	2%	1%	5%	5%	4%	3%	4%	3%	5%	7%	1%	5%	4%	10%	6%
	(6)	42	23	19	6	9	6	6	8	6	11	13	9	9	10	10	10	9	3	11	7	3	20
		4%	5%	4%	5%	5%	3%	4%	6%	3%	5%	5%	4%	3%	4%	4%	4%	7%	3%	5%	3%	2%	6%
	(5)	135	58	77	16	33	30	27	15	14	21	35	37	42	34	33	41	21	6	14	35	18	79
		13%	12%	15%	14%	17%	16%	15%	11%	7%	9%	13%	18%	15%	13%	13%	16%	15%	7%	6%	14%	13%	25%
	(4)	17	8	8	4	5	2	2	1	3	3	7	4	5	4	5	2	-	1	4	1	11	
		2%	2%	2%	3%	3%	1%	1%	1%	1%	1%	3%	1%	2%	2%	2%	2%	-	1%	2%	1%	1%	3%
	(3)	43	21	22	7	15	12	4	2	2	12	9	17	5	13	15	8	5	2	3	5	6	17
		4%	4%	4%	6%	8%	6%	3%	2%	1%	5%	3%	8%	2%	5%	6%	3%	4%	2%	1%	2%	4%	5%
	(2)	21	14	6	4	3	3	8	3	-	4	5	4	7	7	6	6	2	-	1	2	-	1
		2%	3%	1%	3%	2%	2%	5%	2%	-	2%	2%	2%	3%	3%	2%	2%	1%	-	1%	1%	-	*
Definitely would not vote	(1)	78	42	35	10	24	15	12	5	10	13	20	17	28	20	21	20	11	6	2	6	3	21
		8%	9%	7%	9%	13%	8%	7%	4%	5%	5%	7%	8%	10%	8%	8%	8%	7%	1%	2%	2%	2%	7%
Not registered		5	2	3	1	1	1	-	-	1	2	1	1	-	3	2	-	-	-	1	1	-	-
		1%	1%	1%	1%	1%	1%	-	-	1%	1%	*	1%	-	1%	1%	-	-	-	*	1%	-	-
Refused		2	-	2	-	-	-	-	2	-	-	-	-	2	1	1	-	-	-	1	-	-	-
		*	-	*	-	-	-	-	1%	-	-	-	-	1%	*	*	-	-	-	*	-	-	-
Don't know		8	3	5	1	1	-	2	-	4	1	-	-	7	1	4	2	1	-	1	2	-	3
		1%	1%	1%	1%	1%	-	1%	-	2%	*	-	-	3%	*	2%	1%	*	-	1%	1%	-	1%
Mean		7.48	7.43	7.52	6.67	6.51	7.25	7.40	8.13	8.72	7.86	7.62	6.91	7.43	7.40	7.36	7.37	7.37	8.47	8.83	8.18	8.06	6.81
Standard deviation		3.01	3.09	2.92	2.99	3.20	3.03	3.03	2.64	2.47	2.80	2.87	3.10	3.18	3.04	3.07	3.02	2.92	2.66	1.99	2.44	2.36	2.75
Standard error		0.10	0.14	0.13	0.29	0.25	0.20	0.24	0.21	0.18	0.16	0.20	0.23	0.19	0.19	0.19	0.19	0.25	0.28	0.13	0.16	0.20	0.15

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 2

**Q.3/4 On the basis of your view of the parties at the moment, if there were a general election tomorrow, which party would you vote for?**

**Base: All respondents expressing an intention to vote (excluding those saying 1-5 or Don't know at Q.2)**

**Weighting: Past Vote Weights (Base Weight System)**

**This table has been weighted on the basis of past voting to be politically representative of the UK population as a whole and including only those most likely to vote**

	Sex			Age						Social Class				Region					Voting Intention			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Democ-rat	Swing Voters
Weighted base	552	288	264	57	97	86	97	88	128	149	170	91	142	147	134	133	79	60	206	172	121	119
Conservative	206	126	79	27	23	26	30	39	61	64	59	36	47	67	56	54	24	5	206	-	-	33
	37%	44%	30%	48%	24%	30%	31%	44%	48%	43%	35%	40%	33%	45%	42%	40%	31%	8%	100%	-	-	28%
Labour	172	75	97	16	27	31	28	29	41	43	44	26	59	37	44	51	20	20	-	172	-	30
	31%	26%	37%	28%	28%	36%	29%	33%	32%	29%	26%	29%	42%	25%	33%	39%	25%	33%	-	100%	-	25%
Liberal	121	51	70	10	33	25	20	16	17	31	52	13	26	36	28	23	26	8	-	-	121	42
	22%	18%	26%	17%	34%	29%	21%	18%	13%	21%	30%	14%	18%	25%	21%	17%	32%	14%	-	-	100%	35%
SNP	26	18	8	1	7	2	11	1	4	3	8	8	7	-	-	-	-	26	-	-	-	3
	5%	6%	3%	2%	7%	2%	12%	1%	3%	2%	5%	9%	5%	-	-	-	-	42%	-	-	-	3%
Plaid Cymru	3	2	1	-	-	-	3	-	-	2	1	-	-	-	1	-	2	-	-	-	-	1
	1%	1%	*	-	-	-	4%	-	-	1%	1%	-	-	-	1%	-	3%	-	-	-	-	1%
The Green Party	10	8	3	-	6	1	-	1	2	4	5	2	-	3	3	-	4	1	-	-	-	5
	2%	3%	1%	-	7%	2%	-	1%	1%	3%	3%	2%	-	2%	2%	-	5%	1%	-	-	-	4%
The United Kingdom Independence Party (UKIP)	3	2	2	-	-	-	3	-	-	-	-	3	-	2	-	-	2	-	-	-	-	2
	1%	1%	1%	-	-	-	3%	-	-	-	-	3%	-	1%	-	-	2%	-	-	-	-	1%
The British National Party (BNP)	5	4	1	3	-	-	-	1	1	1	1	2	1	1	1	2	-	-	-	-	-	-
	1%	1%	1%	5%	-	-	-	1%	1%	*	1%	2%	1%	1%	1%	2%	-	-	-	-	-	-
Another party	6	3	3	-	-	1	1	2	3	2	1	2	2	1	-	3	2	1	-	-	-	2
	1%	1%	1%	-	-	1%	1%	2%	2%	1%	*	2%	2%	1%	-	2%	2%	2%	-	-	-	2%

**Opinion Poll**  
**Fieldwork : May 7th-9th 2004**

Absolutes/col percents

Table 3

**Adjusted Voting Intention****Weighting: Past Vote Weights (Base Weight System)**

**This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections**

	<u>Total</u>
Total	578
Conservative	210 36%
Labour	187 32%
Liberal Democrat/ Liberal	127 22%
Scottish National Party/SNP	27 5%
Plaid Cymru	3 1%
Other	24 4%

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 4

**Q.5a Are you fairly sure that is what you'll do at the time of the next general election, or do you think you may well change your mind between now and then?**

**Base: All respondents (except those who are don't know or refused to voting intention)**

**Weighting: Standard Demographic Weights**

	Sex		Age							Social Class				Region				Voting Intention				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	796	417	380	93	161	136	140	112	155	189	227	164	216	209	203	203	110	71	219	247	142	213
Fairly sure that is what I'll do	575 72%	305 73%	270 71%	58 62%	104 64%	92 68%	96 69%	91 82%	133 86%	131 69%	160 71%	116 71%	168 78%	151 72%	146 72%	151 75%	72 65%	55 78%	174 80%	191 77%	89 62%	- -
May well change my mind	213 27%	109 26%	104 27%	33 35%	56 35%	40 30%	42 30%	21 18%	21 14%	57 30%	62 27%	47 29%	47 22%	53 25%	55 27%	52 25%	38 34%	16 22%	43 20%	54 22%	52 36%	213 100%
Don't know	8 1%	3 1%	6 1%	3 3%	1 *	3 2%	2 1%	- -	- -	1 1%	4 2%	1 1%	1 1%	5 2%	2 1%	- -	1 1%	- -	1 1%	2 1%	2 1%	- -

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 5

**Q.5b Do you think of yourself as a floating voter - who hasn't decided yet which party, if any, to support at the election, or do you just prefer not to say how you may vote?**

**Base: All respondents who say don't know or refused to voting intention**

**Weighting: Standard Demographic Weights**

	Sex		Age							Social Class				Region				Voting Intention				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	208	76	132	18	32	57	33	20	48	49	52	45	62	58	56	48	27	19	-	-	-	107
Floating voter	107	33	74	13	22	32	13	11	15	25	28	26	27	31	31	25	12	7	-	-	-	107
	51%	43%	56%	69%	69%	57%	41%	56%	31%	52%	54%	57%	44%	54%	55%	53%	46%	36%	-	-	-	100%
Prefer not to say	101	43	58	6	10	24	19	9	33	24	24	19	34	26	25	23	15	12	-	-	-	-
	49%	57%	44%	31%	31%	43%	59%	44%	69%	48%	46%	43%	56%	46%	45%	47%	54%	64%	-	-	-	-

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 10

**Q.10a Which ONE of these issues you think is the most important one that you would like to see the political parties properly address?  
(First Mention)**

**Base: All respondents**

**Weighting: Standard Demographic Weights**

	Sex		Age							Social Class				Region				Voting Intention				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Dem- ocrat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
The NHS	270 27%	98 20%	172 34%	42 38%	52 27%	56 29%	41 24%	30 23%	48 24%	52 22%	84 30%	63 30%	71 25%	68 25%	68 26%	59 24%	45 33%	29 32%	43 20%	69 28%	32 23%	92 29%
Immigration and asylum	184 18%	100 20%	84 16%	18 16%	35 18%	36 19%	27 16%	29 22%	38 19%	43 18%	38 14%	48 23%	55 20%	47 18%	55 21%	56 22%	21 15%	5 5%	64 29%	32 13%	19 13%	59 18%
Education	156 16%	75 15%	81 16%	15 13%	40 21%	39 20%	30 17%	12 9%	21 10%	42 18%	50 18%	26 13%	38 14%	42 16%	34 13%	40 16%	29 21%	11 12%	21 10%	47 19%	28 20%	49 15%
Crime and disorder	104 10%	56 11%	49 9%	11 10%	15 8%	19 10%	25 15%	15 11%	19 9%	22 9%	27 10%	26 12%	29 11%	28 11%	23 9%	30 12%	10 7%	14 15%	25 11%	22 9%	18 13%	31 10%
Pensions and social security	83 8%	46 9%	38 7%	7 6%	8 4%	8 4%	14 8%	18 14%	29 14%	21 9%	17 6%	16 7%	30 11%	23 9%	27 11%	15 6%	8 6%	10 11%	15 7%	33 13%	9 6%	23 7%
International terrorism	63 6%	27 6%	36 7%	3 3%	11 6%	7 3%	11 6%	12 9%	20 10%	15 6%	16 6%	14 6%	19 7%	16 6%	12 5%	21 8%	7 5%	6 7%	18 8%	13 5%	8 6%	25 8%
The general state of the economy	46 5%	27 5%	19 4%	4 3%	6 3%	11 6%	14 8%	5 4%	6 3%	15 6%	15 5%	3 1%	13 5%	14 5%	11 4%	10 4%	7 5%	4 5%	6 3%	18 7%	5 3%	15 5%
The level of taxes	39 4%	27 5%	12 2%	8 7%	11 6%	9 4%	5 3%	3 2%	4 2%	14 6%	13 5%	4 2%	8 3%	7 3%	16 6%	10 4%	3 2%	3 3%	14 6%	1 *	6 4%	13 4%
Relations with the European Union	25 2%	16 3%	9 2%	* *	9 5%	3 2%	1 *	7 5%	4 2%	4 1%	10 4%	2 1%	9 3%	10 4%	1 1%	6 2%	4 3%	3 4%	5 2%	6 2%	9 6%	4 1%
Transport	17 2%	12 2%	5 1%	4 4%	6 3%	2 1%	2 1%	1 1%	3 2%	10 4%	4 1%	3 1%	1 *	6 2%	6 2%	1 *	1 1%	4 5%	4 2%	3 1%	5 4%	6 2%
Don't know/ none	17 2%	9 2%	7 1%	- -	- -	3 2%	4 2%	- -	10 5%	2 1%	4 1%	5 2%	5 2%	6 2%	5 2%	3 1%	3 2%	- -	3 2%	3 1%	3 2%	3 1%

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 11  
**Q.10b Which ONE of these issues you think is the next most important one that you would like to see the political parties properly address? (Second Mention)**  
**Base: All respondents**  
**Weighting: Standard Demographic Weights**

	Sex		Age							Social Class				Region				Voting Intention				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Democ- rat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
The NHS	225 22%	107 22%	119 23%	19 17%	58 30%	34 18%	44 25%	23 17%	47 23%	55 23%	61 22%	43 21%	66 24%	66 25%	55 21%	51 20%	33 24%	20 22%	56 26%	65 26%	39 27%	65 20%
Education	190 19%	76 16%	114 22%	17 15%	39 20%	47 24%	37 21%	22 17%	29 14%	53 22%	51 18%	42 20%	44 16%	50 19%	43 16%	44 18%	28 20%	26 29%	31 14%	48 19%	26 19%	71 22%
Crime and disorder	109 11%	52 11%	57 11%	13 12%	11 6%	26 13%	13 8%	21 16%	25 12%	30 13%	27 10%	17 8%	35 12%	19 7%	29 11%	34 14%	17 12%	10 11%	23 10%	21 8%	11 8%	29 9%
Pensions and social security	101 10%	43 9%	57 11%	7 6%	10 5%	13 7%	26 15%	19 15%	25 12%	18 7%	20 7%	22 10%	41 15%	29 11%	28 11%	21 8%	15 11%	8 9%	28 13%	19 8%	12 9%	33 10%
Immigration and asylum	96 10%	51 10%	45 9%	12 10%	16 8%	17 9%	19 11%	17 13%	16 8%	21 9%	32 11%	23 11%	20 7%	29 11%	30 11%	19 8%	11 8%	7 8%	26 12%	19 8%	12 8%	24 8%
International terrorism	92 9%	55 11%	37 7%	20 17%	18 9%	16 8%	10 6%	12 9%	16 8%	22 9%	23 8%	17 8%	29 10%	25 9%	22 9%	27 11%	11 8%	6 7%	19 9%	21 9%	7 5%	38 12%
The level of taxes	58 6%	36 7%	22 4%	14 12%	16 8%	11 6%	7 4%	5 4%	5 3%	11 5%	18 6%	18 9%	11 4%	8 3%	20 8%	18 7%	7 5%	5 6%	11 5%	16 7%	8 5%	20 6%
The general state of the economy	41 4%	19 4%	22 4%	3 3%	11 6%	10 5%	4 3%	4 3%	9 4%	11 5%	16 6%	5 3%	8 3%	14 5%	7 3%	13 5%	5 4%	2 2%	9 4%	12 5%	9 6%	11 3%
Transport	39 4%	20 4%	19 4%	3 3%	9 5%	10 5%	5 3%	4 3%	8 4%	8 3%	13 5%	6 3%	11 4%	13 5%	10 4%	9 3%	4 3%	3 4%	3 1%	13 5%	8 6%	13 4%
Relations with the European Union	28 3%	20 4%	8 1%	4 4%	4 2%	6 3%	4 2%	3 3%	7 3%	7 3%	10 4%	7 3%	3 1%	8 3%	7 3%	9 4%	3 2%	1 1%	9 4%	6 2%	7 5%	11 3%
Don't know/ no others	25 2%	12 3%	13 2%	- -	1 1%	3 2%	4 2%	2 1%	15 7%	3 1%	7 2%	7 3%	8 3%	7 3%	7 3%	5 2%	4 3%	2 2%	4 2%	6 2%	3 2%	5 2%

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 12

**Q.10c Which ONE of these issues you think is the next most important one that you would like to see the political parties properly address? (Third Mention)**

**Base: All respondents**

**Weighting: Standard Demographic Weights**

	Sex		Age							Social Class				Region				Voting Intention				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Democ- rat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
The NHS	152 15%	78 16%	73 14%	21 19%	29 15%	35 18%	23 13%	22 17%	22 11%	41 17%	31 11%	36 17%	43 15%	39 15%	36 14%	41 16%	19 14%	17 19%	31 14%	32 13%	20 14%	52 16%
Education	141 14%	68 14%	73 14%	17 15%	33 17%	31 16%	28 16%	9 7%	23 11%	33 14%	40 14%	25 12%	43 15%	33 12%	45 17%	25 10%	25 18%	13 15%	26 12%	41 17%	22 16%	44 14%
Crime and disorder	129 13%	61 12%	68 13%	8 7%	23 12%	25 13%	25 15%	17 13%	30 15%	32 14%	32 11%	26 13%	38 14%	31 12%	26 10%	39 16%	20 15%	12 14%	31 14%	31 13%	18 13%	35 11%
International terrorism	107 11%	48 10%	59 12%	17 15%	21 11%	18 9%	17 10%	13 10%	22 11%	21 9%	35 13%	25 12%	25 9%	35 13%	23 9%	25 10%	17 13%	6 6%	24 11%	26 10%	17 12%	42 13%
Pensions and social security	99 10%	45 9%	54 11%	6 5%	20 10%	11 6%	16 9%	19 15%	26 13%	18 8%	26 9%	23 11%	32 11%	26 10%	21 8%	23 9%	17 12%	13 15%	18 8%	25 10%	15 10%	28 9%
Immigration and asylum	91 9%	46 9%	45 9%	6 5%	22 11%	21 11%	14 8%	11 8%	17 9%	24 10%	21 8%	22 10%	24 9%	24 9%	24 9%	25 10%	13 9%	5 6%	23 10%	16 7%	10 7%	27 8%
The level of taxes	86 9%	48 10%	38 7%	13 11%	17 9%	18 10%	18 11%	8 6%	11 6%	17 7%	25 9%	23 11%	21 8%	22 8%	21 8%	21 8%	14 10%	8 9%	14 6%	21 8%	17 12%	29 9%
The general state of the economy	63 6%	31 6%	32 6%	4 4%	10 5%	15 8%	8 5%	13 10%	13 6%	22 9%	20 7%	8 4%	13 5%	16 6%	19 7%	15 6%	5 3%	8 9%	21 10%	9 4%	6 4%	19 6%
Transport	58 6%	28 6%	31 6%	11 10%	9 5%	11 6%	11 6%	9 7%	8 4%	16 7%	19 7%	10 5%	14 5%	21 8%	17 7%	17 7%	2 2%	1 1%	12 5%	19 8%	9 6%	26 8%
Relations with the European Union	28 3%	15 3%	13 3%	5 5%	6 3%	3 2%	4 2%	4 3%	7 3%	6 2%	12 4%	3 2%	8 3%	8 3%	9 3%	9 4%	1 1%	2 2%	10 4%	11 4%	4 3%	7 2%
Don't know/ no others	51 5%	25 5%	25 5%	4 4%	4 2%	5 2%	8 5%	6 5%	23 11%	10 4%	17 6%	7 3%	17 6%	12 5%	18 7%	11 5%	6 4%	3 4%	10 5%	15 6%	4 3%	10 3%



## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 13

**Q.10a/b/c Which ONE of these issues you think are important ones that you would like to see the political parties properly address?  
(Total Mentions)**

**Base: All respondents**

**Weighting: Standard Demographic Weights**

	Sex		Age							Social Class				Region				Voting Intention				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Democ- rat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
The NHS	647 64%	283 57%	364 71%	82 74%	139 72%	126 65%	108 62%	75 57%	118 58%	149 62%	176 63%	142 68%	180 65%	172 65%	160 62%	151 60%	97 70%	66 74%	131 60%	167 68%	91 64%	210 66%
Education	487 49%	219 45%	268 52%	48 43%	112 58%	117 60%	95 55%	44 33%	72 36%	128 54%	142 51%	93 45%	125 45%	126 47%	122 47%	110 44%	81 59%	50 56%	78 36%	136 55%	77 54%	164 51%
Immigration and asylum	370 37%	197 40%	173 34%	35 32%	73 38%	73 38%	60 35%	57 43%	72 36%	88 37%	91 33%	93 44%	99 36%	100 37%	109 42%	100 40%	44 32%	17 19%	112 51%	68 28%	41 29%	110 34%
Crime and disorder	342 34%	168 34%	174 34%	33 29%	49 25%	70 36%	64 37%	53 40%	74 37%	84 35%	86 31%	69 33%	102 37%	78 29%	78 30%	103 41%	46 34%	36 40%	79 36%	74 30%	48 33%	96 30%
Pensions and social security	283 28%	134 27%	150 29%	20 18%	38 20%	33 17%	56 32%	57 43%	80 40%	56 24%	64 23%	60 29%	103 37%	78 29%	76 29%	59 24%	40 29%	31 35%	61 28%	77 31%	36 25%	83 26%
International terrorism	262 26%	130 26%	132 26%	39 35%	50 26%	41 21%	38 22%	37 28%	58 29%	58 24%	75 27%	56 27%	73 26%	77 29%	58 22%	73 29%	36 26%	18 20%	61 28%	60 24%	33 23%	105 33%
The level of taxes	183 18%	111 23%	73 14%	34 31%	44 23%	38 20%	30 17%	16 12%	21 10%	41 17%	56 20%	46 22%	40 15%	37 14%	57 22%	49 20%	24 17%	17 19%	38 17%	38 15%	31 22%	61 19%
The general state of the economy	149 15%	77 16%	72 14%	11 10%	27 14%	36 19%	26 15%	22 16%	28 14%	48 20%	52 19%	16 8%	34 12%	43 16%	37 14%	38 15%	17 12%	15 16%	36 17%	40 16%	19 14%	45 14%
Transport	115 11%	60 12%	54 11%	18 16%	23 12%	23 12%	18 10%	13 10%	19 10%	34 14%	36 13%	18 9%	26 9%	40 15%	33 13%	26 11%	7 5%	8 9%	18 8%	35 14%	22 15%	45 14%
Relations with the European Union	81 8%	51 10%	30 6%	10 9%	18 9%	12 6%	9 5%	14 11%	18 9%	16 7%	32 12%	12 6%	20 7%	25 9%	17 7%	24 10%	8 6%	6 6%	24 11%	23 9%	19 14%	21 7%
Don't know/ none	17 2%	9 2%	7 1%	-	-	3 2%	4 2%	-	10 5%	2 1%	4 1%	5 2%	5 2%	6 2%	5 2%	3 1%	3 2%	-	3 2%	3 1%	3 2%	3 1%

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 14  
**Q.10d Which of the three main parties would do the best job in dealing with...?**  
**Base: All respondents**  
**Weighting: Standard Demographic Weights**

	Sex		Age							Social Class				Region					Voting Intention			
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
<b><u>The NHS</u></b>																						
Conservative	221 22%	124 25%	97 19%	27 25%	32 17%	39 20%	34 20%	35 27%	53 26%	63 26%	58 21%	46 22%	55 20%	65 24%	68 26%	45 18%	29 21%	15 16%	161 74%	8 3%	4 2%	46 15%
Labour	323 32%	159 32%	164 32%	27 24%	62 32%	65 33%	52 30%	52 39%	67 33%	72 30%	83 30%	59 28%	109 39%	66 25%	82 32%	103 41%	38 27%	35 39%	15 7%	192 78%	27 19%	105 33%
Liberal Democrat	202 20%	104 21%	98 19%	20 18%	45 23%	43 22%	41 24%	18 14%	35 17%	49 21%	68 24%	45 22%	40 15%	61 23%	41 16%	48 19%	36 26%	16 18%	12 5%	20 8%	94 66%	63 20%
None of them	91 9%	53 11%	38 7%	5 4%	17 9%	13 7%	28 16%	12 9%	16 8%	20 8%	27 10%	20 10%	23 8%	19 7%	27 11%	22 9%	11 8%	11 12%	11 5%	9 4%	3 2%	32 10%
Don't know	166 17%	52 11%	114 22%	33 29%	36 19%	34 18%	19 11%	15 11%	30 15%	35 15%	43 15%	38 18%	50 18%	57 21%	41 16%	32 13%	24 18%	13 14%	20 9%	17 7%	15 11%	74 23%
<b><u>Education</u></b>																						
Conservative	279 28%	153 31%	126 25%	36 32%	39 20%	47 24%	53 31%	41 31%	63 31%	79 33%	78 28%	53 25%	70 25%	79 29%	84 33%	62 25%	37 27%	17 19%	175 80%	18 7%	15 11%	74 23%
Labour	326 32%	161 33%	165 32%	30 27%	65 33%	64 33%	54 31%	48 36%	65 32%	61 25%	86 31%	79 38%	100 36%	77 29%	78 30%	97 39%	33 24%	41 46%	14 6%	182 73%	30 21%	98 31%
Liberal Democrat	196 20%	99 20%	97 19%	12 11%	42 22%	47 24%	35 20%	22 16%	38 19%	56 24%	62 22%	30 14%	48 17%	52 20%	34 13%	54 22%	42 30%	13 15%	16 7%	23 9%	84 59%	71 22%
None of them	47 5%	24 5%	22 4%	1 1%	8 4%	8 4%	16 9%	6 5%	7 3%	9 4%	13 5%	9 4%	15 6%	8 3%	18 7%	10 4%	5 4%	4 5%	2 1%	2 1%	2 1%	13 4%
Don't know	156 16%	55 11%	101 20%	32 29%	39 20%	26 14%	15 8%	15 11%	30 15%	34 14%	39 14%	38 18%	45 16%	50 19%	44 17%	27 11%	21 15%	13 15%	12 6%	23 9%	12 8%	63 20%

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 14  
**Q.10d Which of the three main parties would do the best job in dealing with...?**  
**Base: All respondents**  
**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention			
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
<b><u>International terrorism</u></b>																						
Conservative	288 29%	164 33%	124 24%	27 25%	42 22%	54 28%	56 33%	38 29%	70 34%	78 33%	81 29%	58 28%	71 25%	79 29%	81 31%	72 29%	37 27%	20 22%	165 75%	25 10%	22 15%	78 25%
Labour	323 32%	173 35%	150 29%	41 37%	68 35%	53 27%	47 27%	47 36%	67 33%	65 27%	87 31%	69 33%	101 36%	77 29%	86 33%	85 34%	42 31%	33 37%	22 10%	164 67%	35 25%	104 33%
Liberal Democrat	104 10%	53 11%	51 10%	7 6%	25 13%	25 13%	20 12%	9 7%	18 9%	25 11%	37 13%	15 7%	26 9%	35 13%	12 4%	32 13%	19 14%	6 7%	4 2%	7 3%	54 38%	28 9%
None of them	76 8%	43 9%	34 7%	5 5%	13 7%	13 7%	20 12%	14 10%	11 6%	19 8%	20 7%	18 8%	20 7%	19 7%	16 6%	10 7%	13 14%	11 5%	11 4%	8 6%	22 7%	
Don't know	213 21%	59 12%	154 30%	31 28%	45 23%	48 25%	29 17%	24 19%	36 18%	51 21%	53 19%	48 23%	61 22%	57 21%	62 24%	46 18%	30 22%	18 20%	17 8%	40 16%	24 17%	87 27%
<b><u>Crime and disorder</u></b>																						
Conservative	355 35%	208 42%	147 29%	31 28%	67 35%	64 33%	70 41%	47 36%	75 37%	107 45%	98 35%	67 32%	83 30%	93 35%	106 41%	81 32%	47 34%	27 30%	180 82%	40 16%	30 21%	111 35%
Labour	305 30%	142 29%	164 32%	29 26%	55 28%	55 28%	50 29%	44 34%	71 35%	59 25%	81 29%	62 30%	103 37%	74 28%	72 28%	79 32%	44 32%	36 40%	9 4%	171 69%	27 19%	94 29%
Liberal Democrat	133 13%	61 12%	71 14%	14 12%	27 14%	31 16%	20 12%	21 16%	20 10%	27 11%	40 14%	30 14%	35 13%	43 16%	25 10%	40 16%	18 13%	8 9%	8 4%	12 5%	66 46%	37 12%
None of them	62 6%	33 7%	29 6%	4 4%	9 5%	11 6%	14 8%	11 8%	12 6%	17 7%	15 5%	15 7%	15 5%	15 5%	15 6%	15 6%	9 7%	8 9%	9 4%	6 3%	3 2%	19 6%
Don't know	149 15%	48 10%	101 20%	33 30%	34 18%	32 17%	18 10%	9 6%	23 11%	29 12%	45 16%	34 16%	42 15%	43 16%	41 16%	36 14%	19 14%	10 11%	13 6%	17 7%	17 12%	59 19%

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 14  
**Q.10d Which of the three main parties would do the best job in dealing with...?**  
**Base: All respondents**  
**Weighting: Standard Demographic Weights**

	Sex		Age							Social Class				Region					Voting Intention			
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
<b><u>Immigration and asylum</u></b>																						
Conservative	358 36%	197 40%	160 31%	39 35%	64 33%	62 32%	68 39%	53 40%	73 36%	97 41%	99 36%	76 36%	86 31%	100 37%	111 43%	78 31%	46 33%	23 25%	181 83%	41 17%	29 20%	111 35%
Labour	233 23%	123 25%	110 22%	24 22%	41 21%	39 20%	39 23%	32 24%	58 29%	48 20%	57 21%	45 21%	83 30%	53 20%	57 22%	68 27%	28 20%	27 30%	12 5%	144 58%	13 9%	68 21%
Liberal Democrat	171 17%	87 18%	84 16%	16 15%	40 21%	37 19%	33 19%	19 15%	24 12%	47 20%	60 22%	32 15%	31 11%	49 18%	26 10%	50 20%	32 23%	13 15%	7 3%	17 7%	83 58%	54 17%
None of them	72 7%	37 7%	35 7%	3 3%	13 7%	15 8%	13 7%	11 8%	17 9%	15 6%	18 7%	18 8%	21 7%	16 6%	20 8%	18 7%	7 5%	10 11%	6 3%	16 6%	3 2%	20 6%
Don't know	171 17%	49 10%	122 24%	29 26%	34 18%	40 21%	20 12%	18 13%	30 15%	32 13%	43 16%	39 19%	57 21%	49 18%	46 18%	36 14%	24 18%	17 19%	13 6%	29 12%	15 10%	66 21%
<b><u>Relations with the European Union</u></b>																						
Conservative	261 26%	147 30%	114 22%	25 22%	43 22%	43 22%	44 26%	40 31%	66 33%	67 28%	71 25%	48 23%	76 27%	82 31%	70 27%	54 22%	39 28%	15 17%	156 71%	15 6%	18 13%	61 19%
Labour	333 33%	175 36%	159 31%	37 34%	66 34%	61 32%	65 38%	42 32%	62 31%	71 30%	99 35%	68 33%	95 34%	80 30%	73 28%	99 40%	42 30%	39 44%	30 14%	169 68%	30 21%	102 32%
Liberal Democrat	185 18%	94 19%	91 18%	17 16%	32 17%	39 20%	37 21%	24 18%	36 18%	53 22%	51 18%	35 17%	47 17%	47 18%	44 17%	50 20%	29 21%	15 16%	15 7%	23 9%	76 53%	73 23%
None of them	39 4%	19 4%	19 4%	1 1%	5 3%	8 4%	9 5%	8 6%	8 4%	10 4%	8 3%	12 6%	8 3%	6 2%	17 7%	8 3%	2 1%	5 6%	4 2%	5 2%	1 1%	11 3%
Don't know	186 18%	57 12%	128 25%	31 28%	47 24%	41 21%	18 10%	18 13%	31 16%	38 16%	50 18%	46 22%	52 19%	51 19%	55 21%	39 16%	26 19%	15 17%	15 7%	35 14%	17 12%	73 23%

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 14  
**Q.10d Which of the three main parties would do the best job in dealing with...?**  
**Base: All respondents**  
**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention			
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
<b><u>The general state of the economy</u></b>																						
Conservative	271 27%	151 31%	120 23%	28 25%	43 22%	47 24%	48 28%	40 31%	64 32%	78 33%	72 26%	51 24%	70 25%	80 30%	78 30%	56 22%	37 27%	20 22%	172 79%	11 4%	12 8%	69 21%
Labour	403 40%	211 43%	192 37%	37 33%	79 41%	75 39%	66 38%	57 43%	90 44%	99 41%	106 38%	74 36%	124 44%	96 36%	109 42%	105 42%	52 38%	41 45%	23 10%	200 81%	53 37%	134 42%
Liberal Democrat	126 13%	55 11%	71 14%	12 11%	32 17%	27 14%	24 14%	16 12%	14 7%	22 9%	46 16%	30 14%	29 10%	35 13%	20 8%	40 16%	22 16%	9 10%	4 2%	11 5%	65 45%	32 10%
None of them	52 5%	24 5%	28 5%	3 2%	7 4%	9 5%	16 9%	8 6%	9 4%	12 5%	14 5%	13 6%	12 4%	14 4%	13 5%	4 3%	8 9%	3 1%	7 3%	2 1%	18 6%	
Don't know	152 15%	51 10%	102 20%	32 28%	32 17%	34 18%	19 11%	10 8%	26 13%	27 11%	41 15%	41 19%	44 16%	44 17%	37 14%	36 14%	22 16%	12 14%	17 8%	18 7%	11 7%	67 21%
<b><u>Transport</u></b>																						
Conservative	224 22%	134 27%	90 18%	28 25%	36 18%	30 16%	41 24%	33 25%	56 28%	59 25%	55 20%	42 20%	67 24%	62 23%	63 24%	51 21%	32 23%	16 17%	147 67%	18 7%	5 4%	55 17%
Labour	312 31%	155 31%	157 31%	30 27%	57 30%	60 31%	53 31%	47 36%	65 32%	67 28%	76 27%	70 34%	99 36%	79 30%	77 30%	85 34%	38 27%	33 37%	23 10%	165 67%	21 15%	99 31%
Liberal Democrat	215 21%	102 21%	113 22%	20 18%	45 23%	51 26%	42 24%	23 18%	34 17%	56 23%	76 27%	39 19%	43 16%	60 23%	46 18%	56 22%	35 25%	17 19%	15 7%	30 12%	89 63%	78 24%
None of them	65 6%	38 8%	27 5%	2 2%	12 6%	12 6%	15 9%	10 8%	13 7%	22 9%	19 7%	12 6%	12 4%	16 6%	18 7%	5 4%	7 8%	10 4%	8 3%	3 2%	23 7%	
Don't know	188 19%	64 13%	125 24%	31 28%	43 22%	40 21%	22 13%	18 14%	33 16%	35 15%	53 19%	45 21%	56 20%	49 18%	55 21%	40 16%	28 20%	16 18%	24 11%	27 11%	23 16%	66 21%

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 14  
**Q.10d Which of the three main parties would do the best job in dealing with...?**  
**Base: All respondents**  
**Weighting: Standard Demographic Weights**

	Sex		Age							Social Class				Region					Voting Intention			
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
<b><u>The level of taxes</u></b>																						
Conservative	349 35%	214 43%	135 26%	39 35%	56 29%	62 32%	69 40%	50 38%	73 36%	96 40%	99 36%	65 31%	88 32%	103 39%	97 37%	82 33%	46 34%	21 23%	190 87%	31 13%	16 11%	98 31%
Labour	272 27%	123 25%	149 29%	14 13%	48 25%	52 27%	41 24%	45 34%	72 36%	56 23%	65 23%	56 27%	95 34%	53 20%	66 26%	80 32%	34 24%	40 44%	4 2%	154 62%	32 23%	78 24%
Liberal Democrat	182 18%	86 17%	96 19%	27 24%	46 24%	37 19%	29 17%	18 13%	26 13%	44 18%	61 22%	35 17%	43 15%	51 19%	38 15%	51 20%	32 23%	11 12%	10 5%	21 9%	78 55%	66 21%
None of them	56 6%	27 6%	29 6%	1 *	11 6%	9 5%	13 8%	10 7%	13 7%	11 5%	12 4%	20 10%	13 5%	17 6%	14 5%	12 5%	5 4%	8 9%	7 3%	13 5%	3 2%	19 6%
Don't know	145 14%	42 9%	102 20%	31 27%	33 17%	32 17%	21 12%	10 8%	18 9%	32 13%	42 15%	33 16%	39 14%	43 16%	44 17%	26 10%	21 15%	10 11%	7 3%	28 11%	13 9%	59 18%
<b><u>Pensions and social security</u></b>																						
Conservative	255 25%	142 29%	113 22%	28 25%	48 25%	36 19%	47 27%	38 29%	58 29%	70 29%	70 25%	49 23%	66 24%	78 29%	72 28%	55 22%	31 23%	19 21%	153 70%	14 6%	11 8%	63 20%
Labour	364 36%	179 36%	185 36%	36 32%	64 33%	75 39%	51 30%	49 37%	90 44%	74 31%	94 34%	72 35%	124 45%	85 32%	90 35%	101 40%	44 32%	45 50%	29 13%	185 75%	36 25%	117 37%
Liberal Democrat	182 18%	97 20%	85 17%	18 16%	32 17%	38 20%	39 23%	24 18%	31 15%	44 18%	56 20%	37 18%	46 16%	52 19%	36 14%	52 21%	32 23%	11 12%	16 7%	18 7%	77 54%	62 19%
None of them	54 5%	28 6%	26 5%	2 1%	12 6%	12 6%	12 7%	10 7%	6 3%	11 5%	18 6%	16 8%	9 3%	14 5%	15 6%	12 5%	8 6%	5 6%	5 2%	6 3%	2 1%	18 6%
Don't know	149 15%	46 9%	103 20%	28 25%	37 19%	31 16%	23 13%	12 9%	18 9%	40 17%	41 15%	35 17%	33 12%	38 14%	46 18%	31 13%	23 16%	10 12%	16 7%	25 10%	17 12%	60 19%

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 15  
Q.11 Please say which one of the following statements you most agree with...?

Base: All respondents

Weighting: Standard Demographic Weights

	Sex		Age							Social Class				Region					Voting Intention			
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
I am satisfied with the Labour Government overall	195 19%	93 19%	102 20%	24 21%	38 20%	35 18%	21 12%	32 24%	45 22%	34 14%	46 17%	47 23%	67 24%	34 13%	46 18%	63 25%	26 19%	27 30%	4 2%	120 49%	20 14%	45 14%
I am disappointed in the Labour Government overall, but I still prefer them to a Conservative Government	387 39%	176 36%	211 41%	34 30%	87 45%	85 44%	70 41%	47 36%	64 32%	90 38%	114 41%	75 36%	108 39%	99 37%	91 35%	97 39%	58 42%	42 47%	6 3%	116 47%	77 54%	164 51%
I am disappointed in the Labour Government overall and I would rather have a Conservative Government	355 35%	195 40%	160 31%	47 42%	58 30%	58 30%	68 39%	45 34%	80 40%	101 42%	97 35%	71 34%	86 31%	108 41%	102 39%	80 32%	46 34%	19 21%	207 95%	9 3%	36 25%	85 27%
None of these	37 4%	17 3%	21 4%	2 2%	8 4%	7 4%	9 5%	6 4%	6 3%	9 4%	12 4%	8 4%	8 3%	13 5%	11 4%	9 3%	5 3%	1 1%	- -	1 *	10 7%	12 4%
Don't know	30 3%	12 2%	18 3%	5 5%	3 1%	8 4%	4 2%	2 1%	8 4%	4 2%	9 3%	7 3%	9 3%	14 5%	9 4%	3 1%	3 2%	1 1%	1 1%	1 1%	- -	14 4%

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 16  
**Q.12 Agreement with statements about Michael Howard:-**  
**Michael Howard has changed the Conservative Party for the better since becoming leader**  
**Base: All respondents**  
**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region				Voting Intention				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
NET: Agree	426 42%	258 52%	168 33%	45 41%	75 39%	72 37%	77 44%	61 46%	96 47%	114 48%	126 45%	77 37%	109 39%	126 47%	112 43%	101 40%	56 41%	31 35%	160 73%	77 31%	52 36%	124 39%
Agree strongly	(+2) 175 17%	119 24%	56 11%	11 10%	25 13%	24 12%	37 22%	31 23%	46 23%	49 21%	47 17%	31 15%	48 17%	52 19%	53 20%	39 16%	23 16%	8 9%	93 42%	24 10%	22 16%	40 13%
Agree somewhat	(+1) 252 25%	139 28%	112 22%	34 30%	51 26%	48 25%	39 23%	30 22%	50 25%	65 27%	79 28%	46 22%	61 22%	74 28%	59 23%	62 25%	33 24%	23 25%	68 31%	53 21%	30 21%	84 26%
Neither agree not disagree	(0) 187 19%	62 13%	125 24%	31 28%	40 21%	45 23%	31 18%	22 17%	18 9%	45 19%	62 22%	38 18%	42 15%	49 19%	55 21%	38 15%	26 19%	19 21%	30 14%	39 16%	23 16%	65 20%
Disagree somewhat	(-1) 172 17%	68 14%	104 20%	22 20%	39 20%	40 21%	31 18%	13 10%	27 13%	38 16%	43 15%	46 22%	45 16%	42 16%	42 16%	43 17%	31 23%	14 16%	14 7%	53 21%	39 28%	59 18%
Disagree strongly	(-2) 142 14%	79 16%	62 12%	7 6%	16 8%	21 11%	29 17%	28 21%	42 21%	27 11%	37 13%	31 15%	46 16%	36 14%	25 10%	46 18%	19 14%	15 17%	8 4%	60 24%	20 14%	41 13%
NET: Disagree	314 31%	147 30%	167 33%	29 26%	55 28%	61 32%	59 34%	41 31%	69 34%	65 27%	80 29%	77 37%	91 33%	78 29%	67 26%	89 35%	50 37%	29 33%	23 10%	113 46%	59 41%	100 31%
Don't know	77 8%	25 5%	52 10%	6 5%	23 12%	15 8%	6 3%	8 6%	19 10%	14 6%	11 4%	16 8%	37 13%	14 5%	26 10%	22 9%	6 4%	10 12%	6 3%	18 7%	9 6%	31 10%
Mean	0.16	0.32	-0.01	0.19	0.18	0.08	0.15	0.19	0.17	0.31	0.21	-0.01	0.08	0.25	0.31	0.03	0.07	-0.06	1.04	-0.31	-0.03	0.08
Standard deviation	1.34	1.43	1.23	1.10	1.21	1.23	1.41	1.49	1.53	1.31	1.29	1.33	1.41	1.34	1.30	1.40	1.33	1.29	1.10	1.36	1.33	1.27
Standard error	0.04	0.07	0.06	0.11	0.10	0.08	0.11	0.12	0.12	0.08	0.09	0.10	0.09	0.08	0.08	0.09	0.11	0.15	0.07	0.09	0.12	0.07



## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 17

**Q.12 Agreement with statements about Michael Howard:-****Michael Howard is too associated with past Tory governments and their failures to be a credible Prime Minister for Britain today****Base: All respondents****Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Dem- ocrat	Swing Voters	
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320	
NET: Agree	417 41%	222 45%	195 38%	34 31%	74 39%	82 42%	75 43%	66 50%	85 42%	101 42%	103 37%	92 44%	121 43%	110 41%	92 36%	106 42%	65 47%	44 49%	70 32%	126 51%	75 53%	124 39%	
Agree strongly	(+2) 222 22%	126 26%	95 19%	16 14%	40 21%	40 21%	38 22%	39 30%	49 24%	52 22%	60 22%	42 20%	67 24%	63 24%	46 18%	56 22%	32 23%	26 29%	38 17%	80 32%	33 23%	57 18%	
Agree somewhat	(+1) 195 19%	95 19%	100 19%	18 16%	35 18%	42 22%	36 21%	27 20%	36 18%	49 20%	43 15%	49 24%	53 19%	47 18%	47 18%	50 20%	33 24%	18 20%	32 15%	45 18%	41 29%	68 21%	
Neither agree not disagree	(0) 163 16%	43 9%	121 24%	31 28%	43 22%	38 20%	25 14%	9 7%	17 8%	35 15%	51 18%	34 16%	43 15%	47 18%	44 17%	42 17%	19 14%	11 12%	25 11%	40 16%	13 9%	54 17%	
Disagree somewhat	(-1) 179 18%	98 20%	81 16%	18 16%	41 21%	34 18%	37 21%	26 20%	23 11%	47 20%	61 22%	34 16%	37 13%	50 19%	45 18%	48 19%	18 13%	17 19%	48 22%	30 12%	34 24%	65 20%	
Disagree strongly	(-2) 167 17%	109 22%	58 11%	18 16%	20 10%	21 11%	31 18%	18 14%	59 29%	46 19%	40 14%	29 14%	52 19%	42 16%	52 20%	35 14%	27 20%	11 12%	69 31%	35 14%	14 10%	45 14%	
NET: Disagree	346 34%	207 42%	139 27%	37 33%	61 31%	55 29%	68 39%	44 33%	82 40%	93 39%	101 36%	63 30%	89 32%	91 34%	98 38%	83 33%	45 33%	28 32%	117 53%	65 26%	48 34%	109 34%	
Don't know	78 8%	21 4%	57 11%	9 8%	15 8%	17 9%	5 3%	13 10%	18 9%	9 4%	23 8%	20 10%	25 9%	18 7%	25 10%	20 8%	9 6%	6 7%	7 3%	16 7%	7 5%	32 10%	
Mean	0.14	0.07	0.21	-0.05	0.19	0.26	0.08	0.37	-0.03	0.06	0.09	0.22	0.19	0.16	-0.05	0.19	0.18	0.37	-0.37	0.46	0.34	0.09	
Standard deviation	1.44	1.55	1.31	1.31	1.32	1.33	1.45	1.50	1.64	1.46	1.41	1.38	1.49	1.43	1.44	1.40	1.49	1.44	1.51	1.46	1.36	1.37	
Standard error	0.05	0.07	0.06	0.13	0.11	0.09	0.12	0.12	0.13	0.08	0.10	0.11	0.09	0.09	0.09	0.09	0.13	0.16	0.10	0.10	0.12	0.08	

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 18  
**Q.12 Agreement with statements about Michael Howard:-**  
**Michael Howard would be at least as good a Prime Minister as Tony Blair**  
**Base: All respondents**  
**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention			
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
NET: Agree	424 42%	227 46%	197 38%	55 49%	62 32%	78 41%	77 45%	61 46%	91 45%	110 46%	111 40%	84 40%	120 43%	120 45%	117 45%	97 39%	58 42%	31 35%	184 84%	40 16%	49 34%	131 41%
Agree strongly	(+2) 228 23%	129 26%	99 19%	25 22%	23 12%	35 18%	38 22%	42 32%	65 32%	64 27%	49 18%	44 21%	71 25%	69 26%	60 23%	52 21%	34 24%	13 15%	139 64%	16 6%	21 15%	45 14%
Agree somewhat	(+1) 196 20%	98 20%	98 19%	30 27%	39 20%	43 22%	40 23%	19 14%	26 13%	46 19%	61 22%	39 19%	49 18%	51 19%	57 22%	45 18%	25 18%	18 21%	45 20%	24 10%	28 20%	86 27%
Neither agree not disagree	(0) 144 14%	46 9%	98 19%	16 14%	49 25%	35 18%	18 11%	8 6%	19 9%	32 13%	50 18%	28 13%	34 12%	51 19%	39 15%	25 10%	18 13%	11 13%	13 6%	24 10%	20 14%	51 16%
Disagree somewhat	(-1) 158 16%	76 15%	82 16%	19 17%	31 16%	35 18%	33 19%	18 14%	23 11%	40 17%	56 20%	31 15%	31 11%	37 14%	45 18%	42 17%	21 15%	13 15%	7 3%	55 22%	38 27%	57 18%
Disagree strongly	(-2) 235 23%	125 25%	110 22%	12 11%	44 23%	39 20%	38 22%	39 30%	63 31%	52 22%	52 19%	54 26%	77 28%	48 18%	48 18%	73 29%	36 26%	30 34%	12 5%	118 48%	35 24%	65 20%
NET: Disagree	393 39%	201 41%	193 38%	31 28%	75 39%	73 38%	71 41%	58 44%	85 42%	92 38%	108 39%	85 41%	108 39%	84 32%	93 36%	115 46%	57 41%	44 49%	19 9%	173 70%	73 51%	122 38%
Don't know	42 4%	18 4%	24 5%	10 9%	7 4%	7 4%	6 4%	5 4%	7 3%	6 2%	9 3%	12 6%	16 6%	12 4%	10 4%	13 5%	5 3%	3 3%	3 1%	10 4%	1 *	16 5%
Mean	0.02	0.06	-0.01	0.36	-0.18	0.01	0.03	0.04	0.04	0.13	*	-0.06	0.02	0.22	0.14	-0.16	-0.01	-0.34	1.36	-0.99	-0.27	-0.04
Standard deviation	1.52	1.58	1.45	1.34	1.34	1.42	1.51	1.70	1.70	1.53	1.40	1.54	1.60	1.46	1.46	1.57	1.56	1.51	1.10	1.27	1.40	1.39
Standard error	0.05	0.07	0.06	0.14	0.11	0.10	0.12	0.14	0.13	0.09	0.10	0.12	0.10	0.09	0.09	0.10	0.13	0.16	0.07	0.08	0.12	0.08

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 19  
**Q.12 Agreement with statements about Michael Howard:-**  
**Michael Howard has made no real impact as Conservative Party leader**  
**Base: All respondents**  
**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region				Voting Intention				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
NET: Agree	424 42%	204 41%	221 43%	34 31%	80 42%	79 41%	78 45%	62 47%	92 45%	97 41%	113 40%	86 41%	128 46%	104 39%	95 37%	121 48%	60 44%	43 48%	67 31%	133 54%	69 48%	125 39%
Agree strongly	(+2) 217 22%	106 22%	110 22%	9 8%	37 19%	39 20%	40 23%	37 28%	54 27%	42 18%	58 21%	46 22%	71 26%	57 21%	41 16%	63 25%	30 22%	25 27%	31 14%	78 32%	29 21%	60 19%
Agree somewhat	(+1) 208 21%	97 20%	110 22%	25 23%	43 22%	39 20%	38 22%	25 19%	38 19%	55 23%	55 20%	41 20%	57 20%	47 18%	54 21%	58 23%	30 22%	19 21%	36 17%	55 22%	39 28%	66 21%
Neither agree not disagree	(0) 143 14%	46 9%	97 19%	28 25%	41 21%	35 18%	18 10%	12 9%	9 5%	30 12%	52 19%	33 16%	28 10%	40 15%	47 18%	25 10%	18 13%	14 15%	24 11%	25 10%	16 12%	54 17%
Disagree somewhat	(-1) 207 21%	115 23%	92 18%	32 28%	39 20%	40 21%	39 22%	25 19%	33 16%	55 23%	59 21%	43 21%	50 18%	57 21%	52 20%	50 20%	31 22%	17 20%	47 22%	46 19%	40 28%	74 23%
Disagree strongly	(-2) 179 18%	115 23%	64 12%	11 10%	24 12%	27 14%	31 18%	29 22%	57 28%	47 20%	45 16%	32 15%	55 20%	56 21%	45 17%	45 18%	25 18%	9 10%	78 36%	34 14%	14 10%	50 16%
NET: Disagree	387 38%	231 47%	156 30%	43 38%	62 32%	68 35%	70 40%	53 41%	90 45%	103 43%	104 37%	75 36%	105 38%	113 42%	97 38%	95 38%	56 40%	26 29%	125 57%	80 32%	54 38%	124 39%
Don't know	50 5%	11 2%	39 8%	7 6%	9 5%	11 6%	7 4%	5 4%	11 5%	9 4%	10 4%	14 7%	17 6%	10 4%	19 7%	10 4%	4 3%	6 7%	2 1%	9 4%	3 2%	17 5%
Mean	0.08	-0.08	0.24	-0.10	0.17	0.13	0.10	0.13	-0.01	-0.05	0.08	0.13	0.15	-0.03	-0.02	0.19	0.08	0.39	-0.49	0.41	0.22	0.04
Standard deviation	1.45	1.51	1.36	1.15	1.32	1.38	1.48	1.57	1.65	1.43	1.40	1.42	1.53	1.47	1.37	1.49	1.45	1.38	1.47	1.47	1.34	1.38
Standard error	0.05	0.07	0.06	0.12	0.10	0.09	0.12	0.13	0.12	0.08	0.10	0.11	0.09	0.09	0.09	0.10	0.13	0.15	0.10	0.09	0.11	0.08

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 20  
**Q.13a Thinking about Tony Blair, do you think that...?**  
**Base: All respondents**  
**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention			
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
<b><u>He has the same priorities for the country as you have</u></b>																						
Yes	297 30%	150 30%	147 29%	34 30%	50 26%	59 31%	39 22%	43 33%	72 35%	61 26%	71 25%	66 32%	99 36%	60 23%	80 31%	82 33%	42 30%	32 36%	19 9%	162 65%	24 17%	91 28%
No	677 67%	329 67%	348 68%	72 65%	134 70%	130 67%	131 76%	85 65%	124 61%	172 72%	195 70%	137 66%	173 62%	193 72%	170 66%	165 66%	93 68%	55 62%	197 90%	77 31%	116 81%	221 69%
Don't know	30 3%	13 3%	17 3%	5 5%	8 4%	3 2%	3 2%	4 3%	6 3%	6 2%	12 4%	6 3%	6 2%	14 5%	8 3%	3 1%	3 2%	2 3%	3 1%	9 4%	3 2%	8 3%
<b><u>He has a vision of where he wants to lead the country</u></b>																						
Yes	653 65%	324 66%	329 64%	71 64%	136 70%	118 61%	109 63%	86 66%	132 65%	158 66%	184 66%	138 66%	172 62%	170 64%	180 69%	160 64%	87 63%	56 63%	132 60%	209 85%	93 65%	197 62%
No	322 32%	163 33%	159 31%	37 33%	52 27%	66 34%	61 36%	43 33%	62 31%	75 31%	89 32%	65 31%	92 33%	91 34%	72 28%	85 34%	46 33%	29 32%	85 39%	30 12%	45 32%	112 35%
Don't know	29 3%	5 1%	24 5%	3 3%	5 3%	9 5%	2 1%	2 2%	8 4%	6 2%	5 2%	5 2%	13 5%	6 2%	7 3%	6 2%	5 4%	5 5%	1 1%	8 3%	4 3%	10 3%

## Opinion Poll

### Fieldwork : May 7th-9th 2004

Absolutes/col percents

Table 21  
**Q.13b Thinking about Michael Howard, do you think that...?**  
**Base: All respondents**  
**Weighting: Standard Demographic Weights**

	Sex			Age						Social Class				Region					Voting Intention			
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	Con- ser- vative	Labour	Lib- eral Demo- crat	Swing Voters
Weighted base	1004	492	512	112	193	193	173	132	202	239	279	209	278	267	259	251	138	89	219	247	142	320
<b><u>He has the same priorities for the country as you have</u></b>																						
Yes	359 36%	203 41%	156 31%	53 48%	53 28%	57 30%	55 32%	53 40%	88 44%	93 39%	92 33%	70 34%	104 37%	102 38%	105 40%	81 32%	51 37%	21 23%	180 82%	41 16%	31 22%	96 30%
No	516 51%	246 50%	270 53%	44 39%	106 55%	105 55%	103 60%	67 51%	91 45%	122 51%	158 57%	101 48%	135 48%	136 51%	112 43%	137 55%	74 54%	57 64%	29 13%	176 71%	100 70%	176 55%
Don't know	129 13%	43 9%	86 17%	14 13%	34 18%	30 16%	14 8%	12 9%	24 12%	24 10%	28 10%	37 18%	40 14%	29 11%	42 16%	33 13%	13 9%	12 13%	10 4%	31 12%	11 8%	47 15%
<b><u>He has a vision of where he wants to lead the country</u></b>																						
Yes	642 64%	336 68%	306 60%	75 67%	119 62%	118 61%	105 61%	86 66%	139 69%	156 65%	191 69%	133 64%	162 58%	165 62%	176 68%	159 63%	86 63%	55 62%	195 89%	141 57%	86 60%	190 59%
No	276 27%	132 27%	144 28%	25 22%	56 29%	55 29%	59 34%	39 29%	41 20%	66 28%	69 25%	57 27%	84 30%	73 27%	60 23%	74 29%	44 32%	25 27%	14 7%	90 36%	47 33%	97 30%
Don't know	86 9%	24 5%	63 12%	11 10%	18 9%	20 10%	8 5%	7 5%	22 11%	17 7%	18 7%	19 9%	32 12%	29 11%	22 9%	18 7%	7 5%	10 11%	9 4%	16 7%	9 6%	33 10%