

## Opinion Poll

### Fieldwork : July 2nd-3rd 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	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	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	180	242	150	341	
Absolutely certain to vote	(10)	461 46%	225 46%	236 46%	22 20%	70 36%	80 41%	91 53%	77 58%	122 60%	120 50%	125 45%	89 43%	128 46%	116 44%	119 46%	112 45%	70 51%	44 50%	102 57%	135 56%	76 50%	117 34%
	(9)	49 5%	22 5%	27 5%	7 6%	10 5%	10 5%	6 3%	4 3%	12 6%	16 7%	19 7%	5 2%	10 4%	17 6%	9 3%	16 6%	5 4%	3 3%	5 3%	16 7%	14 9%	23 7%
	(8)	103 10%	47 10%	56 11%	13 12%	18 9%	20 11%	21 12%	16 13%	14 7%	30 13%	26 9%	27 13%	20 7%	18 7%	30 12%	31 12%	13 9%	11 12%	24 13%	22 9%	20 13%	40 12%
	(7)	47 5%	25 5%	23 4%	9 8%	12 6%	6 3%	3 2%	7 5%	10 5%	10 4%	18 7%	7 3%	12 4%	22 8%	12 5%	7 3%	3 2%	3 4%	9 5%	16 7%	9 6%	19 6%
	(6)	28 3%	13 3%	15 3%	4 4%	7 3%	10 5%	2 1%	3 2%	3 2%	9 4%	7 3%	4 2%	9 3%	5 2%	9 3%	8 3%	3 2%	3 4%	5 3%	5 2%	4 3%	13 4%
	(5)	123 12%	49 10%	73 14%	20 18%	32 17%	20 10%	23 14%	10 8%	17 8%	21 9%	39 14%	32 15%	31 11%	34 13%	34 13%	28 11%	17 12%	9 10%	19 11%	26 11%	11 7%	68 20%
	(4)	18 2%	10 2%	9 2%	5 5%	3 2%	2 1%	4 2%	2 1%	2 1%	3 1%	6 2%	2 1%	7 3%	6 2%	8 3%	2 1%	2 1%	1 1%	4 2%	1 *	-	13 4%
	(3)	27 3%	15 3%	12 2%	5 5%	6 3%	9 5%	4 2%	2 1%	1 1%	8 3%	7 3%	8 4%	4 2%	5 2%	8 3%	10 4%	1 1%	3 4%	1 1%	4 2%	3 2%	10 3%
	(2)	14 1%	10 2%	5 1%	2 2%	2 1%	4 2%	5 3%	2 1%	1 *	2 1%	4 2%	6 3%	3 1%	4 2%	2 1%	3 1%	4 3%	1 1%	-	3 1%	1 1%	6 2%
Definitely would not vote	(1)	111 11%	67 14%	44 9%	23 20%	27 14%	31 16%	11 7%	8 6%	11 5%	15 6%	21 8%	29 14%	45 16%	30 11%	25 10%	31 12%	16 12%	9 10%	11 6%	10 4%	9 6%	25 7%
Not registered		6 1%	3 1%	3 1%	-	4 2%	-	-	1 1%	1 1%	3 1%	3 1%	-	-	4 1%	-	*	2 1%	-	-	1 *	1 *	-
Don't know		14 1%	6 1%	8 1%	1 1%	2 1%	1 *	1 1%	-	9 5%	3 1%	2 1%	-	9 3%	7 2%	3 1%	2 1%	2 1%	1 1%	-	5 2%	2 1%	6 2%
Mean		7.42	7.25	7.58	5.80	6.86	6.92	7.81	8.23	8.50	8.01	7.57	6.97	7.11	7.37	7.43	7.34	7.52	7.60	8.21	8.33	8.18	7.09
Standard deviation		3.15	3.32	2.97	3.24	3.24	3.42	2.95	2.72	2.56	2.75	2.94	3.35	3.44	3.15	3.06	3.22	3.26	3.11	2.61	2.50	2.64	2.89
Standard error		0.10	0.15	0.13	0.34	0.25	0.24	0.23	0.22	0.18	0.17	0.19	0.25	0.20	0.20	0.19	0.20	0.28	0.33	0.19	0.16	0.22	0.16

## Opinion Poll

### Fieldwork : July 2nd-3rd 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 Dem-ocrat	Swing Voters
Weighted base	532	272	260	46	89	100	98	76	123	144	145	113	131	147	139	126	77	44	154	175	129	148
Conservative	154 29%	83 30%	72 28%	12 27%	18 20%	23 23%	30 31%	23 30%	48 39%	51 36%	34 23%	32 28%	37 28%	45 31%	51 36%	30 24%	20 26%	9 20%	154 100%	-	-	38 26%
Labour	175 33%	90 33%	85 33%	18 39%	32 36%	36 36%	29 30%	20 26%	40 33%	43 30%	51 35%	33 30%	48 37%	50 34%	35 25%	50 40%	22 28%	18 42%	-	175 100%	-	35 23%
Liberal	129 24%	60 22%	69 27%	12 26%	22 25%	27 27%	21 22%	22 28%	25 20%	38 27%	37 26%	30 26%	24 18%	35 24%	33 24%	33 27%	20 26%	7 15%	-	-	129 100%	51 34%
SNP	10 2%	4 2%	5 2%	1 3%	-	2 2%	6 6%	-	-	1 1%	6 4%	-	3 2%	-	-	-	-	10 22%	-	-	-	3 2%
The Green Party	10 2%	2 1%	7 3%	-	6 6%	1 1%	2 2%	-	1 1%	1 1%	4 3%	2 2%	3 2%	4 3%	4 3%	2 1%	1 1%	-	-	-	-	3 2%
The United Kingdom Independence Party (UKIP)	32 6%	18 7%	13 5%	3 5%	3 4%	6 6%	6 7%	8 10%	6 5%	5 3%	9 7%	8 7%	9 7%	5 3%	9 6%	6 5%	11 14%	*	-	-	-	14 10%
The British National Party (BNP)	11 2%	7 3%	3 1%	-	5 5%	2 2%	2 2%	1 1%	1 1%	2 1%	1 1%	5 4%	2 2%	5 4%	4 3%	1 1%	-	-	-	-	-	2 1%
The Socialist Alliance	1 *	1 *	-	-	1 1%	*	-	-	-	1 1%	-	-	-	*	-	1 1%	-	-	-	-	-	-
Another party	11 2%	6 2%	5 2%	-	2 2%	3 3%	1 1%	3 3%	2 2%	1 1%	2 1%	3 2%	5 4%	2 1%	3 2%	2 2%	4 5%	-	-	-	-	3 2%

**Opinion Poll**  
**Fieldwork : July 2nd-3rd 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	556
Conservative	160 29%
Labour	183 33%
Liberal Democrat/ Liberal	136 24%
Scottish National Party/SNP	10 2%
Plaid Cymru	1 *
Other	66 12%

## Opinion Poll

### Fieldwork : July 2nd-3rd 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	810	419	392	97	161	162	138	95	158	187	223	182	219	220	211	198	113	69	180	242	150	258
Fairly sure that is what I'll do	534 66%	280 67%	254 65%	47 48%	95 59%	115 71%	90 65%	63 67%	125 79%	133 71%	137 61%	117 64%	148 67%	149 68%	142 67%	120 61%	80 71%	43 63%	124 69%	182 75%	83 55%	-
May well change my mind	258 32%	131 31%	127 32%	46 48%	59 37%	44 27%	44 32%	32 33%	33 21%	52 28%	82 37%	57 32%	67 31%	69 32%	65 31%	68 35%	32 28%	23 33%	54 30%	56 23%	64 43%	258 100%
Don't know	19 2%	7 2%	11 3%	4 4%	7 4%	3 2%	4 3%	-	1 1%	1 1%	5 2%	8 4%	4 2%	2 1%	4 2%	9 5%	1 1%	3 4%	2 1%	5 2%	3 2%	-

## Opinion Poll

### Fieldwork : July 2nd-3rd 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	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 Demo-crat	Swing Voters
Weighted base	192	72	119	14	32	30	35	37	44	52	55	27	58	47	47	53	24	21	-	-	-	83
Floating voter	83	36	47	6	18	15	13	17	15	28	28	11	16	24	24	16	9	9	-	-	-	83
	43%	50%	39%	44%	57%	48%	37%	46%	33%	54%	51%	42%	28%	53%	50%	31%	37%	46%	-	-	-	100%
Prefer not to say	108	36	73	8	14	16	22	20	29	24	27	16	42	22	24	36	15	11	-	-	-	-
	57%	50%	61%	56%	43%	52%	63%	54%	67%	46%	49%	58%	72%	47%	50%	69%	63%	54%	-	-	-	-

## Opinion Poll

### Fieldwork : July 2nd-3rd 2004

Absolutes/col percents

Table 6

**Q.6 If new policies were introduced giving people more choice in the provision of public services - for instance by letting patients choose to travel to hospitals with shorter waiting times, or giving parents a wider choice of schools - do you think it would...?**

**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	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Democ-rat	Swing Voters
Weighted base	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	180	242	150	341
NET: Improve	582	263	319	81	115	108	87	74	117	132	157	135	158	153	152	148	76	54	108	147	91	220
	58%	54%	62%	73%	60%	56%	50%	56%	58%	55%	57%	65%	57%	57%	59%	59%	55%	60%	60%	61%	61%	65%
Significantly improve the quality of public services	(+2) 213	97	116	23	39	34	33	32	52	47	43	56	67	52	52	65	21	23	34	61	31	78
	21%	20%	23%	21%	20%	17%	19%	24%	26%	20%	16%	27%	24%	19%	20%	26%	15%	25%	19%	25%	21%	23%
Slightly improve the quality of public services	(+1) 369	166	203	58	77	75	54	42	64	85	114	79	91	101	100	83	55	31	74	86	60	142
	37%	34%	40%	52%	40%	39%	31%	32%	32%	36%	41%	38%	33%	38%	39%	33%	40%	35%	41%	36%	40%	42%
Make no real difference to the quality of public services	(0) 288	163	124	20	52	58	60	43	55	73	80	55	80	77	70	65	47	28	54	61	35	82
	29%	33%	24%	18%	27%	30%	35%	33%	27%	31%	29%	26%	29%	29%	27%	26%	34%	32%	30%	25%	23%	24%
Slightly worsen the quality of public services	(-1) 55	32	23	6	11	14	14	6	4	15	18	11	11	14	17	16	7	2	9	15	11	17
	6%	7%	4%	5%	6%	8%	8%	4%	2%	6%	7%	5%	4%	5%	6%	6%	5%	2%	5%	6%	7%	5%
Significantly worsen the quality of public services	(-2) 29	18	10	2	8	2	10	3	5	10	12	2	5	10	4	9	3	3	3	11	4	11
	3%	4%	2%	1%	4%	1%	6%	2%	2%	4%	4%	1%	2%	4%	2%	4%	2%	3%	1%	4%	3%	3%
NET: Worsen	84	51	33	7	19	17	24	8	9	25	30	13	15	24	21	25	10	5	12	25	15	28
	8%	10%	6%	7%	10%	9%	14%	6%	4%	11%	11%	6%	6%	9%	8%	10%	8%	5%	6%	11%	10%	8%
Don't know	48	13	35	3	6	10	1	6	22	8	10	6	24	13	16	12	5	2	7	8	9	11
	5%	3%	7%	2%	3%	5%	1%	5%	11%	4%	4%	3%	9%	5%	6%	5%	3%	3%	4%	3%	6%	3%
Mean	0.72	0.61	0.82	0.88	0.69	0.67	0.50	0.75	0.86	0.62	0.59	0.87	0.81	0.67	0.74	0.76	0.62	0.79	0.74	0.74	0.73	0.79
Standard deviation	0.97	1.01	0.93	0.86	1.00	0.91	1.07	0.96	0.95	1.02	0.99	0.92	0.94	0.99	0.93	1.05	0.90	0.96	0.89	1.06	0.99	0.97
Standard error	0.03	0.05	0.04	0.09	0.08	0.07	0.08	0.08	0.07	0.06	0.06	0.07	0.06	0.06	0.06	0.07	0.08	0.10	0.07	0.07	0.08	0.05

## Opinion Poll

### Fieldwork : July 2nd-3rd 2004

Absolutes/col percents

Table 7

**Q.7 Which of the following two statements is closest to your view?**

**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	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	180	242	150	341
It doesn't really matter whether tax- payer-funded public services like health and education are provided by a private company or by the government as long as they meet a certain standard and the cost is the same either way	267 27%	146 30%	121 24%	28 25%	57 30%	44 23%	46 27%	36 27%	55 27%	93 39%	70 25%	44 21%	59 21%	76 29%	78 30%	57 23%	32 24%	23 25%	72 40%	53 22%	47 31%	98 29%
Taxpayer-funded public services like health and education should be provided by the government, not private companies, because this is the best way to ensure that everyone experiences the same standard of provision	708 71%	334 68%	374 73%	81 73%	130 68%	139 72%	125 73%	92 70%	140 69%	142 60%	199 72%	159 76%	208 75%	182 68%	173 67%	188 75%	99 72%	65 73%	105 58%	185 76%	100 66%	240 71%
Don't know	27 3%	11 2%	16 3%	3 2%	5 2%	9 4%	1 1%	3 2%	7 4%	3 1%	9 3%	5 2%	10 4%	8 3%	7 3%	5 2%	6 4%	1 1%	4 2%	4 2%	3 2%	2 1%

## Opinion Poll

### Fieldwork : July 2nd-3rd 2004

Absolutes/col percents

Table 8

**Q.8 Do you think that British troops should stay in Iraq for as long as it takes to make sure that Iraq is a stable democracy or do you think that British troops should be withdrawn from Iraq as soon as possible even if Iraq is not completely stable?**

**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	Mid-lands	North Eng-land	Wales & South West	Scotland	Con-ser-vative	Labour	Lib-eral Democ-rat	Swing Voters
Weighted base	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	180	242	150	341
Should stay for as long as it takes	424 42%	254 52%	170 33%	59 53%	80 41%	82 43%	70 41%	53 40%	80 40%	121 51%	137 49%	77 37%	89 32%	115 43%	116 45%	99 40%	63 46%	32 36%	86 48%	117 48%	61 41%	142 42%
Should be withdrawn as soon as possible	508 51%	212 43%	296 58%	39 35%	103 53%	89 46%	94 54%	72 55%	112 55%	102 43%	121 44%	115 55%	169 61%	134 50%	120 46%	137 55%	66 48%	52 58%	85 47%	107 44%	83 55%	174 51%
Don't know	70 7%	25 5%	44 9%	13 11%	10 5%	21 11%	9 5%	6 5%	10 5%	15 6%	19 7%	16 8%	19 7%	18 7%	23 9%	14 6%	9 7%	5 6%	9 5%	18 7%	6 4%	26 7%

## Opinion Poll

### Fieldwork : July 2nd-3rd 2004

Absolutes/col percents

Table 9

**Q.9 Thinking about the build-up to the war in Iraq and everything that has happened since, do you think that taking military action was the right thing to do or the wrong thing to do?**

**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	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	180	242	150	341
Right thing	385	203	182	45	73	80	67	49	71	84	103	94	104	89	94	112	61	29	77	117	38	115
	38%	41%	36%	41%	38%	41%	39%	38%	35%	35%	37%	45%	38%	33%	36%	45%	44%	33%	43%	48%	25%	34%
Wrong thing	521	256	265	52	99	91	92	71	116	134	153	93	142	157	131	119	62	52	91	104	105	194
	52%	52%	52%	47%	51%	47%	53%	54%	57%	56%	55%	44%	51%	59%	51%	48%	45%	58%	51%	43%	70%	57%
Don't know	96	32	64	14	21	22	13	11	15	20	23	21	31	21	33	19	14	8	12	21	7	33
	10%	6%	13%	13%	11%	11%	8%	8%	8%	9%	8%	10%	11%	8%	13%	8%	10%	9%	6%	9%	5%	10%

**Opinion Poll**  
**Fieldwork : July 2nd-3rd 2004**

Absolutes/col percents

Table 10  
**Q.10 Do you agree or disagree with David Blunkett's actions in this case?**  
**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	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	180	242	150	341
Agree	406 41%	208 42%	199 39%	45 41%	78 41%	71 37%	64 37%	45 34%	103 51%	80 34%	99 36%	90 43%	138 50%	116 44%	94 36%	105 42%	58 42%	33 37%	64 36%	130 54%	54 36%	132 39%
Disagree	548 55%	262 53%	287 56%	56 51%	109 56%	107 56%	101 59%	83 63%	92 45%	146 61%	169 61%	109 52%	124 45%	136 51%	154 60%	135 54%	73 53%	51 57%	114 63%	102 42%	89 60%	196 57%
Don't know	48 5%	22 4%	26 5%	10 9%	6 3%	14 7%	7 4%	3 2%	8 4%	12 5%	10 4%	9 4%	15 6%	15 5%	10 4%	7 5%	6 7%	2 1%	10 4%	7 4%	13 4%	

## Opinion Poll

### Fieldwork : July 2nd-3rd 2004

Absolutes/col percents

Table 11

**Q.10b Do you think, regardless of the circumstances of this particular case, that the Home Secretary should or should not have the power to suspend or remove the Chief Constable of a police force?**

**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	Mid-lands	North Eng-land	Wales & South West	Scot-land	Con-ser-vative	Labour	Lib-eral Demo-crat	Swing Voters
Weighted base	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	180	242	150	341
Should have the power	521	263	259	61	97	110	93	56	105	123	140	105	154	146	130	120	75	50	85	146	79	184
	52%	53%	51%	55%	50%	57%	54%	43%	52%	51%	50%	50%	56%	55%	50%	48%	55%	55%	47%	60%	53%	54%
Should not have the power	438	211	226	46	82	79	74	69	87	105	128	100	104	102	124	118	57	36	89	91	66	144
	44%	43%	44%	41%	43%	41%	43%	53%	43%	44%	46%	48%	38%	38%	48%	47%	42%	41%	49%	38%	44%	42%
Don't know	43	17	26	5	13	4	5	6	10	10	10	4	19	19	4	12	5	4	6	5	5	13
	4%	4%	5%	4%	7%	2%	3%	5%	5%	4%	4%	2%	7%	7%	2%	5%	4%	4%	4%	2%	3%	4%

## Opinion Poll

### Fieldwork : July 2nd-3rd 2004

Absolutes/col percents

Table 12  
**Q.11 Would you prefer to see Tony Blair or Gordon Brown as Prime Minister?**  
**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	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	180	242	150	341
Tony Blair	370	191	179	44	71	69	56	46	86	87	106	74	103	99	93	95	58	25	58	156	46	111
	37%	39%	35%	39%	37%	36%	32%	35%	42%	36%	38%	36%	37%	37%	36%	38%	42%	28%	32%	64%	31%	33%
Gordon Brown	337	155	182	42	72	62	60	48	53	77	103	67	89	88	75	80	50	45	64	70	80	140
	34%	32%	36%	37%	37%	32%	35%	36%	26%	32%	37%	32%	32%	33%	29%	32%	36%	50%	36%	29%	53%	41%
Neither	196	104	92	18	27	39	39	30	43	51	46	43	55	55	62	44	23	13	51	8	21	45
	20%	21%	18%	16%	14%	20%	22%	23%	21%	21%	17%	21%	20%	20%	24%	18%	17%	15%	28%	3%	14%	13%
Don't know	99	40	58	8	23	22	18	8	20	23	23	23	29	25	29	32	7	6	7	9	3	44
	10%	8%	11%	7%	12%	11%	10%	6%	10%	10%	8%	11%	11%	10%	11%	13%	5%	7%	4%	4%	2%	13%

## Opinion Poll

### Fieldwork : July 2nd-3rd 2004

Absolutes/col percents

Table 13  
**Q.11 Would you prefer to see Tony Blair or Michael Howard as Prime Minister?**  
**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	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	180	242	150	341
Tony Blair	467	226	241	56	99	83	79	62	87	114	142	84	126	120	101	125	71	51	19	212	85	156
	47%	46%	47%	50%	51%	43%	46%	47%	43%	48%	51%	40%	45%	45%	39%	50%	52%	57%	10%	87%	57%	46%
Michael Howard	308	150	157	28	60	52	56	43	69	74	82	67	83	89	101	57	40	21	146	17	41	116
	31%	31%	31%	25%	31%	27%	33%	33%	34%	31%	30%	32%	30%	33%	39%	23%	29%	23%	81%	7%	27%	34%
Neither	115	65	50	12	12	27	23	16	25	30	28	18	39	28	26	36	15	10	4	4	16	25
	11%	13%	10%	11%	6%	14%	13%	13%	12%	13%	10%	8%	14%	11%	10%	14%	11%	11%	2%	2%	11%	7%
Don't know	112	49	63	16	22	31	14	10	21	19	25	39	29	30	31	32	12	8	11	9	7	44
	11%	10%	12%	14%	11%	16%	8%	7%	10%	8%	9%	19%	11%	11%	12%	13%	9%	9%	6%	4%	5%	13%

## Opinion Poll

### Fieldwork : July 2nd-3rd 2004

Absolutes/col percents

Table 14

**Q.11 Would you prefer to see Michael Howard or Gordon Brown as Prime Minister?**

**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	1002	491	511	111	192	192	172	132	202	238	278	208	277	267	258	250	138	89	180	242	150	341
Michael Howard	287	148	139	27	48	54	51	40	67	71	73	65	78	82	94	55	40	16	138	23	32	96
	29%	30%	27%	24%	25%	28%	30%	30%	33%	30%	26%	31%	28%	31%	36%	22%	29%	18%	76%	9%	21%	28%
Gordon Brown	493	237	256	58	106	83	84	63	99	115	153	90	135	118	109	134	68	63	33	194	100	174
	49%	48%	50%	52%	55%	43%	49%	48%	49%	48%	55%	43%	49%	44%	42%	53%	50%	71%	18%	80%	67%	51%
Neither	109	63	46	11	16	27	20	17	17	33	29	20	26	32	24	34	16	3	4	13	12	20
	11%	13%	9%	10%	9%	14%	11%	13%	8%	14%	10%	10%	9%	12%	9%	14%	12%	4%	2%	5%	8%	6%
Don't know	114	43	70	15	22	28	18	11	20	19	23	33	39	35	32	28	13	6	5	13	6	50
	11%	9%	14%	14%	11%	15%	10%	8%	10%	8%	8%	16%	14%	13%	12%	11%	9%	7%	3%	5%	4%	15%