

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 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	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	172	132	203	239	278	209	278	267	259	251	138	89	202	235	169	372	
Absolutely certain to vote	(10)	438 44%	216 44%	222 43%	24 22%	65 34%	81 42%	82 48%	65 50%	120 59%	126 53%	116 42%	72 35%	123 44%	110 41%	107 41%	117 47%	61 44%	42 47%	114 56%	121 52%	77 46%	109 29%
	(9)	64 6%	35 7%	29 6%	14 12%	12 6%	12 6%	12 7%	7 5%	7 3%	20 8%	23 8%	12 6%	9 3%	21 8%	15 6%	11 4%	11 8%	6 7%	16 8%	20 8%	11 6%	31 8%
	(8)	95 9%	46 9%	49 10%	13 12%	21 11%	15 8%	12 7%	16 12%	18 9%	23 10%	28 10%	16 8%	27 10%	23 9%	26 10%	19 8%	14 10%	13 14%	25 12%	21 9%	23 13%	44 12%
	(7)	49 5%	27 6%	22 4%	13 12%	9 4%	8 4%	7 4%	6 5%	7 3%	10 4%	20 7%	9 4%	11 4%	11 4%	18 7%	6 4%	3 3%	8 4%	19 8%	7 4%	30 4%	8%
	(6)	34 3%	13 3%	21 4%	3 2%	11 6%	7 4%	6 4%	3 3%	4 2%	10 4%	5 2%	7 3%	12 4%	8 3%	13 5%	6 2%	5 4%	2 2%	6 3%	10 4%	7 4%	19 5%
	(5)	125 12%	58 12%	68 13%	11 10%	29 15%	29 15%	23 14%	15 11%	19 10%	23 10%	35 13%	28 13%	38 14%	33 12%	38 15%	23 9%	16 12%	15 16%	18 9%	18 8%	25 15%	75 20%
	(4)	20 2%	10 2%	10 2%	6 6%	5 3%	2 1%	3 2%	1 1%	2 1%	2 1%	1 *	10 5%	7 3%	6 2%	8 3%	3 1%	2 1%	1 1%	1 *	3 1%	5 3%	15 4%
	(3)	32 3%	13 3%	18 4%	7 6%	4 2%	7 3%	5 3%	3 3%	6 3%	7 3%	7 3%	12 6%	6 2%	4 2%	9 4%	13 5%	3 2%	3 3%	3 2%	7 3%	1 1%	17 4%
	(2)	18 2%	10 2%	8 2%	5 4%	2 1%	2 1%	1 *	2 2%	6 3%	2 1%	6 2%	3 2%	7 2%	2 1%	2 1%	6 3%	5 4%	2 2%	3 2%	2 1%	1 1%	6 2%
Definitely would not vote	(1)	112 11%	58 12%	54 11%	16 14%	31 16%	27 14%	18 10%	12 9%	9 5%	14 6%	29 10%	37 18%	32 12%	41 15%	28 11%	27 11%	13 10%	3 3%	8 4%	7 3%	10 6%	19 5%
Not registered		9 1%	4 1%	5 1%	- -	4 2%	2 1%	3 2%	- -	- -	1 1%	5 2%	1 *	1 1%	5 2%	1 *	3 1%	1 1%	- -	- -	4 2%	1 *	2 1%
Refused		1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -
Don't know		7 1%	1 *	6 1%	- -	1 *	- -	1 *	1 1%	5 2%	1 *	1 *	1 *	4 2%	2 1%	1 *	3 1%	1 1%	1 1%	- -	1 *	1 *	4 1%
Mean		7.31	7.32	7.29	6.34	6.71	7.07	7.55	7.73	8.17	8.11	7.40	6.41	7.20	7.11	7.19	7.36	7.42	7.92	8.39	8.25	7.77	7.02
Standard deviation		3.17	3.19	3.15	3.20	3.29	3.31	3.09	2.99	2.80	2.70	3.09	3.46	3.22	3.34	3.11	3.23	3.13	2.61	2.46	2.45	2.72	2.73
Standard error		0.10	0.15	0.14	0.34	0.25	0.23	0.23	0.25	0.20	0.16	0.21	0.25	0.19	0.21	0.19	0.21	0.27	0.28	0.17	0.16	0.21	0.14

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 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	283	269	51	94	101	97	83	126	153	159	90	150	129	147	139	80	57	177	173	131	180
Conservative	177	99	79	15	23	25	25	30	59	49	50	31	47	40	62	42	23	10	177	-	-	36
	32%	35%	29%	30%	25%	25%	26%	36%	47%	32%	32%	35%	31%	31%	42%	30%	29%	18%	100%	-	-	20%
Labour	173	87	85	20	30	36	29	20	38	49	46	24	54	38	40	54	22	18	-	173	-	55
	31%	31%	32%	39%	32%	36%	30%	24%	30%	32%	29%	27%	36%	29%	27%	39%	27%	32%	-	100%	-	31%
Liberal	131	53	78	9	27	23	28	22	22	40	39	21	30	36	28	30	27	10	-	-	131	50
	24%	19%	29%	17%	29%	23%	28%	27%	17%	26%	24%	24%	20%	28%	19%	22%	34%	18%	-	-	100%	28%
SNP	15	10	6	-	2	6	5	2	1	4	4	5	3	-	1	-	-	15	-	-	-	7
	3%	3%	2%	-	2%	6%	5%	2%	1%	2%	2%	5%	2%	-	*	-	-	26%	-	-	-	4%
Plaid Cymru	3	3	-	-	1	-	1	-	1	1	1	-	1	-	-	-	3	-	-	-	-	-
	1%	1%	-	-	1%	-	1%	-	1%	1%	1%	-	1%	-	-	-	4%	-	-	-	-	-
The Green Party	14	7	7	2	3	2	2	3	1	1	5	1	7	2	3	6	2	2	-	-	-	9
	3%	2%	3%	5%	3%	2%	2%	4%	1%	1%	3%	1%	5%	1%	2%	4%	2%	3%	-	-	-	5%
The United Kingdom Independence Party (UKIP)	28	18	10	3	4	7	6	4	3	7	9	5	6	10	9	5	3	-	-	-	-	18
	5%	6%	4%	6%	4%	7%	7%	5%	3%	5%	6%	6%	4%	8%	6%	4%	4%	-	-	-	-	10%
The Socialist Alliance	2	2	-	-	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-
	*	1%	-	-	2%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-
The Scottish Socialist Party	2	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-
	*	1%	-	-	2%	-	-	-	-	-	-	2%	-	-	-	-	-	3%	-	-	-	-
Another party	7	3	4	2	1	2	1	2	-	1	3	1	2	2	4	1	-	-	-	-	-	5
	1%	1%	2%	4%	1%	2%	1%	2%	-	1%	2%	1%	1%	1%	3%	1%	-	-	-	-	-	3%

**Opinion Poll**  
**Fieldwork : July 30th-31st & August 1st 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	570
Conservative	182 32%
Labour	181 32%
Liberal Democrat/ Liberal	134 24%
Scottish National Party/SNP	16 3%
Plaid Cymru	3 1%
Other	54 9%

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 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	837	425	412	93	163	165	140	113	163	196	231	168	241	210	222	211	118	76	202	235	169	288
Fairly sure that is what I'll do	538 64%	286 67%	253 61%	44 47%	90 56%	95 58%	94 67%	80 71%	135 83%	116 59%	148 64%	112 67%	162 67%	128 61%	147 66%	139 66%	79 67%	45 59%	154 76%	157 67%	96 57%	- -
May well change my mind	288 34%	135 32%	153 37%	49 52%	72 44%	67 40%	44 31%	30 26%	27 16%	78 40%	83 36%	54 32%	73 30%	80 38%	73 33%	69 32%	37 32%	30 40%	47 23%	75 32%	71 42%	288 100%
Don't know	11 1%	5 1%	6 1%	1 1%	- -	3 2%	3 2%	3 3%	1 *	3 1%	- -	2 1%	6 3%	2 1%	2 1%	3 2%	2 2%	1 1%	1 1%	4 2%	2 1%	- -

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 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	167	67	100	19	30	28	32	19	39	42	48	40	37	58	37	39	20	14	-	-	-	84
Floating voter	84	34	50	12	15	15	16	8	18	19	21	26	18	28	24	19	9	4	-	-	-	84
	51%	52%	50%	61%	51%	55%	50%	43%	45%	46%	43%	65%	50%	49%	64%	48%	48%	33%	-	-	-	100%
Prefer not to say	83	32	50	7	15	12	16	11	22	23	27	14	18	29	13	21	10	9	-	-	-	-
	49%	48%	50%	39%	49%	45%	50%	57%	55%	54%	57%	35%	50%	51%	36%	52%	52%	67%	-	-	-	-

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 2004

Absolutes/col percents

Table 6  
**Q.6 How good a leader is Tony Blair?**  
**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 Dem-ocrat	Swing Voters	
Weighted base	1004	492	512	112	193	193	172	132	203	239	278	209	278	267	259	251	138	89	202	235	169	372	
Very good	(10)	35 3%	12 2%	23 4%	3 2%	3 2%	7 3%	2 1%	4 3%	16 8%	2 1%	4 2%	2 1%	26 9%	6 2%	8 3%	12 5%	5 4%	3 3%	- -	32 14%	- -	3 1%
	(9)	34 3%	17 3%	17 3%	4 4%	5 3%	7 3%	3 2%	7 5%	8 4%	11 5%	3 1%	11 5%	9 3%	9 3%	8 3%	7 4%	5 5%	4 4%	8 4%	20 8%	2 1%	8 2%
	(8)	122 12%	60 12%	61 12%	12 10%	17 9%	20 10%	26 15%	22 16%	26 13%	30 13%	21 10%	34 12%	29 11%	28 11%	34 14%	16 11%	15 16%	8 4%	70 30%	12 7%	39 11%	
	(7)	119 12%	59 12%	60 12%	7 6%	29 15%	29 15%	21 12%	13 10%	21 10%	29 12%	40 14%	27 13%	23 8%	36 14%	27 10%	14 11%	16 18%	14 7%	45 19%	19 11%	54 14%	
	(6)	96 10%	48 10%	48 9%	12 11%	25 13%	19 10%	16 9%	13 10%	10 5%	25 11%	37 13%	14 7%	19 7%	30 11%	21 8%	21 16%	4 4%	14 7%	27 12%	15 9%	47 13%	
	(5)	178 18%	76 16%	101 20%	26 23%	37 19%	36 18%	28 16%	14 11%	38 19%	41 17%	60 21%	33 16%	44 16%	44 17%	48 19%	25 18%	16 17%	27 14%	23 10%	40 24%	83 22%	
	(4)	89 9%	45 9%	44 9%	14 13%	16 8%	20 10%	16 9%	8 6%	15 7%	17 7%	23 8%	30 14%	20 7%	19 7%	22 8%	29 12%	10 7%	9 10%	22 11%	5 2%	16 9%	38 10%
	(3)	75 7%	44 9%	31 6%	11 9%	12 6%	11 6%	18 10%	13 10%	12 6%	23 9%	21 7%	17 8%	15 5%	23 9%	22 9%	15 6%	11 8%	4 5%	27 13%	2 1%	19 11%	30 8%
	(2)	65 6%	29 6%	36 7%	6 5%	8 4%	16 9%	8 5%	11 8%	15 8%	14 6%	16 6%	15 7%	19 7%	12 4%	18 7%	18 7%	7 5%	9 10%	21 10%	3 1%	14 8%	19 5%
Very bad	(1)	169 17%	93 19%	76 15%	18 16%	33 17%	26 13%	28 16%	27 21%	37 18%	37 16%	34 12%	33 16%	64 23%	51 19%	55 21%	31 12%	21 15%	10 11%	62 31%	5 2%	31 18%	47 13%
Don't know		24 2%	9 2%	15 3%	- -	8 4%	3 2%	7 4%	1 1%	4 2%	10 4%	4 1%	5 3%	4 2%	6 2%	7 3%	2 2%	1 1%	- -	1 1%	1 *	6 2%	
Mean		4.90	4.76	5.04	4.68	4.89	5.01	4.83	4.81	5.03	4.90	5.04	4.73	4.88	4.81	4.55	5.13	5.03	5.32	3.57	7.27	4.27	4.92
Standard deviation		2.62	2.63	2.61	2.45	2.46	2.53	2.51	2.84	2.89	2.54	2.33	2.52	3.02	2.60	2.69	2.58	2.56	2.61	2.40	1.95	2.27	2.27
Standard error		0.08	0.12	0.11	0.26	0.19	0.18	0.19	0.23	0.21	0.15	0.15	0.19	0.18	0.16	0.17	0.22	0.28	0.17	0.13	0.17	0.12	

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 2004

Absolutes/col percents

Table 7  
**Q.6 How good a leader is Michael Howard?**  
**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	1004	492	512	112	193	193	172	132	203	239	278	209	278	267	259	251	138	89	202	235	169	372	
Very good	(10)	11 1%	5 1%	6 1%	-	2 1%	1 1%	3 1%	1 2%	2 1%	1 *	1 *	7 2%	4 1%	1 1%	2 1%	2 2%	2 2%	5 3%	2 1%	-	2 1%	
	(9)	7 1%	2 *	5 1%	-	-	-	1 1%	4 3%	3 1%	2 1%	2 1%	2 1%	1 1%	1 1%	5 2%	-	-	7 4%	-	-	1 *	
	(8)	59 6%	28 6%	31 6%	4 4%	6 3%	9 5%	8 5%	13 10%	18 8%	11 4%	12 6%	17 6%	16 6%	19 7%	10 4%	10 8%	4 4%	35 17%	8 3%	7 4%	12 3%	
	(7)	95 10%	51 10%	44 9%	10 9%	21 11%	15 8%	15 9%	11 9%	22 11%	20 8%	33 12%	17 8%	26 9%	36 14%	23 9%	20 8%	11 8%	5 6%	52 26%	10 4%	29 8%	
	(6)	104 10%	57 12%	47 9%	15 14%	15 8%	23 12%	17 10%	13 10%	21 10%	29 12%	20 9%	27 10%	21 8%	28 11%	32 13%	13 9%	10 12%	37 18%	19 8%	11 7%	51 14%	
	(5)	239 24%	100 20%	139 27%	29 26%	61 32%	46 24%	37 21%	23 17%	43 21%	58 24%	77 28%	49 23%	55 20%	67 26%	57 23%	33 24%	25 28%	40 20%	52 22%	48 29%	100 27%	
	(4)	108 11%	53 11%	55 11%	11 10%	16 8%	25 13%	21 12%	15 12%	20 10%	33 14%	24 9%	25 12%	26 9%	28 11%	27 10%	29 12%	16 12%	7 8%	7 4%	25 11%	56 15%	
	(3)	97 10%	52 11%	45 9%	17 15%	17 9%	13 7%	20 12%	12 9%	18 9%	21 9%	33 12%	24 12%	19 7%	28 10%	16 6%	30 12%	10 7%	7 3%	35 15%	15 9%	44 12%	
	(2)	64 6%	35 7%	29 6%	4 3%	12 6%	12 6%	14 8%	11 9%	11 6%	14 6%	17 6%	12 6%	20 7%	17 6%	18 7%	14 6%	8 6%	7 8%	-	19 8%	19 5%	
Very bad	(1)	123 12%	74 15%	49 10%	8 8%	21 11%	28 14%	14 8%	20 16%	31 15%	20 8%	28 10%	25 12%	50 18%	31 12%	33 13%	32 13%	16 11%	4 2%	52 22%	16 10%	27 7%	
Don't know		97 10%	36 7%	61 12%	14 12%	22 12%	19 10%	22 13%	8 6%	11 6%	21 9%	24 9%	23 11%	30 11%	26 10%	19 8%	18 13%	5 5%	7 4%	14 6%	8 5%	32 9%	
Mean		4.52	4.38	4.67	4.58	4.49	4.37	4.53	4.50	4.68	4.76	4.55	4.42	4.38	4.60	4.56	4.43	4.62	4.32	6.36	3.70	4.23	4.56
Standard deviation		2.16	2.22	2.09	1.82	2.01	2.10	2.09	2.42	2.39	2.06	2.00	2.09	2.43	2.23	2.16	2.12	2.19	2.10	1.68	2.10	1.90	1.81
Standard error		0.07	0.11	0.10	0.20	0.16	0.16	0.16	0.21	0.17	0.13	0.14	0.16	0.15	0.14	0.14	0.20	0.23	0.12	0.14	0.15	0.10	

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 2004

Absolutes/col percents

Table 8  
**Q.6 How good a leader is Charles Kennedy?**  
**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	172	132	203	239	278	209	278	267	259	251	138	89	202	235	169	372	
Very good	(10)	18 2%	9 2%	9 2%	2 2%	3 1%	4 2%	2 1%	3 2%	5 2%	5 2%	2 1%	7 2%	8 3%	2 1%	5 2%	2 2%	1 1%	2 1%	6 2%	8 5%	7 2%	
	(9)	11 1%	4 1%	7 1%	1 1%	2 1%	2 1%	2 1%	3 2%	2 1%	2 1%	4 2%	3 1%	4 2%	1 *	1 *	5 3%	- -	1 *	2 1%	5 3%	4 1%	
	(8)	81 8%	34 7%	47 9%	10 9%	13 7%	10 5%	13 7%	14 11%	20 10%	24 10%	12 6%	24 8%	13 5%	22 9%	17 7%	13 10%	15 17%	12 6%	14 6%	35 21%	27 7%	
	(7)	104 10%	50 10%	54 11%	6 5%	21 11%	16 8%	23 13%	11 9%	27 13%	28 12%	18 9%	30 11%	26 10%	22 8%	30 12%	15 11%	12 13%	19 9%	26 11%	35 21%	36 10%	
	(6)	119 12%	61 12%	58 11%	17 15%	20 10%	20 11%	20 12%	14 11%	28 14%	27 11%	41 15%	26 12%	25 9%	31 12%	33 13%	27 11%	16 12%	11 13%	35 17%	26 11%	49 13%	
	(5)	258 26%	132 27%	126 25%	30 27%	52 27%	62 32%	45 26%	23 18%	46 23%	64 27%	71 26%	55 24%	68 28%	68 26%	62 25%	34 24%	20 22%	55 27%	62 26%	39 23%	118 32%	
	(4)	121 12%	60 12%	60 12%	16 14%	16 8%	21 11%	25 14%	20 15%	23 11%	27 11%	37 13%	31 15%	26 9%	30 11%	24 9%	40 16%	12 8%	15 16%	29 14%	34 15%	40 11%	
	(3)	74 7%	39 8%	34 7%	7 6%	15 8%	8 4%	12 7%	19 14%	13 7%	19 8%	22 8%	17 8%	16 6%	18 7%	22 9%	20 8%	8 6%	6 7%	13 7%	21 9%	26 7%	
	(2)	50 5%	31 6%	19 4%	7 6%	8 4%	10 5%	5 3%	5 4%	15 7%	9 4%	12 4%	11 5%	19 7%	13 5%	11 4%	5 3%	4 4%	10 5%	13 6%	1 1%	20 5%	
Very bad	(1)	63 6%	38 8%	24 5%	3 3%	18 10%	13 7%	7 4%	12 9%	10 5%	13 5%	10 4%	13 6%	26 9%	20 8%	19 7%	13 5%	10 7%	- -	21 11%	10 4%	2 1%	9 2%
Don't know		105 10%	33 7%	72 14%	13 12%	26 13%	27 14%	19 11%	6 5%	13 7%	19 8%	30 11%	20 10%	35 13%	24 9%	32 12%	25 10%	19 13%	6 7%	5 3%	20 9%	6 3%	35 9%
Mean		5.04	4.87	5.22	5.10	4.87	4.95	5.18	4.89	5.22	5.21	5.12	4.88	4.93	4.92	4.88	5.01	5.30	5.53	4.74	4.99	6.33	5.19
Standard deviation		2.05	2.07	2.01	1.90	2.12	1.98	1.87	2.27	2.11	2.03	1.88	1.97	2.27	2.14	2.02	1.98	2.17	1.78	1.99	1.96	1.83	1.83
Standard error		0.07	0.10	0.09	0.21	0.17	0.15	0.15	0.19	0.15	0.13	0.13	0.15	0.14	0.13	0.13	0.20	0.20	0.14	0.13	0.14	0.10	



## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 2004

Absolutes/col percents

Table 9

**Q.7 Which of the following do you think is most likely to be the result of the next general election, expected to take place in about nine months time?**

**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	172	132	203	239	278	209	278	267	259	251	138	89	202	235	169	372
A Labour government with a large majority of 100 or more	114 11%	60 12%	55 11%	20 18%	23 12%	20 11%	17 10%	10 8%	24 12%	20 8%	30 11%	23 11%	41 15%	23 8%	30 11%	38 15%	11 8%	13 15%	7 4%	44 19%	11 7%	33 9%
A Labour government with a small majority of less than 100	471 47%	254 52%	217 42%	44 39%	88 46%	97 50%	84 49%	67 51%	91 45%	132 55%	139 50%	89 43%	111 40%	121 45%	112 43%	115 46%	68 49%	54 61%	61 30%	154 66%	83 49%	173 46%
A hung Parliament, where no party has a majority	165 16%	78 16%	87 17%	6 5%	33 17%	40 21%	30 17%	18 14%	39 19%	42 18%	38 14%	30 14%	54 20%	53 20%	40 16%	36 14%	21 16%	15 17%	34 17%	18 8%	35 21%	71 19%
A Conservative government with a small majority of less than 100	135 13%	58 12%	77 15%	20 18%	18 9%	18 9%	25 14%	25 19%	29 14%	30 13%	40 14%	37 18%	28 10%	32 12%	43 17%	35 14%	20 14%	5 5%	68 34%	5 2%	23 14%	47 13%
A Conservative government with a large majority of 100 or more	64 6%	26 5%	38 7%	12 11%	18 10%	11 5%	9 5%	7 5%	7 3%	8 4%	20 7%	18 9%	18 6%	20 7%	15 6%	18 7%	10 7%	1 1%	23 11%	7 3%	11 6%	23 6%
Don't know	55 5%	16 3%	38 8%	10 9%	12 6%	7 4%	8 4%	5 4%	13 6%	6 2%	11 4%	12 6%	25 9%	19 7%	19 7%	8 3%	8 6%	1 1%	9 5%	6 2%	5 3%	25 7%

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 2004

Absolutes/col percents

Table 10  
**Q.8 Agreement with statements about the Olympic Games**  
**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 Democr- at	Swing Voters
Weighted base	1004	492	512	112	193	193	172	132	203	239	278	209	278	267	259	251	138	89	202	235	169	372
<b><u>I will take as much or more interest in this year's Olympics than I did in the Euro 2004 football tournament</u></b>																						
Agree	520 52%	236 48%	283 55%	43 38%	85 44%	89 46%	98 57%	85 64%	121 60%	121 51%	135 49%	107 51%	156 56%	150 56%	122 47%	127 51%	69 50%	51 57%	106 53%	127 54%	94 55%	176 47%
Disagree	462 46%	248 50%	214 42%	69 62%	107 55%	101 53%	69 40%	45 34%	71 35%	112 47%	140 50%	97 46%	113 41%	112 42%	131 51%	115 46%	68 49%	36 41%	90 45%	107 46%	73 43%	191 51%
Don't know	22 2%	8 2%	14 3%	- -	1 1%	2 1%	6 3%	2 1%	11 6%	5 2%	3 1%	4 2%	9 3%	5 2%	6 2%	8 3%	1 1%	2 2%	5 2%	1 *	2 1%	5 1%
<b><u>The widespread use of performance-enhancing drugs by athletes has tarnished the Olympics</u></b>																						
Agree	721 72%	352 72%	368 72%	76 69%	112 58%	133 69%	142 82%	107 81%	149 74%	165 69%	199 72%	158 76%	198 71%	197 74%	185 72%	179 71%	93 67%	66 74%	144 71%	178 76%	120 71%	253 68%
Disagree	262 26%	132 27%	130 25%	35 31%	77 40%	53 28%	28 16%	22 17%	47 23%	71 30%	76 27%	47 23%	67 24%	67 25%	67 26%	67 27%	38 28%	23 26%	54 27%	55 23%	46 27%	113 30%
Don't know	21 2%	8 2%	13 3%	1 *	3 2%	6 3%	2 1%	3 2%	6 3%	2 1%	3 1%	3 2%	12 4%	3 1%	6 2%	4 2%	7 5%	- -	4 2%	2 1%	3 2%	6 2%
<b><u>Britain does not do as well at the Olympic Games as we should for a country of our size</u></b>																						
Agree	756 75%	377 77%	378 74%	83 75%	142 74%	141 73%	130 75%	109 82%	151 75%	160 67%	220 79%	172 82%	204 73%	198 74%	197 76%	186 74%	103 75%	72 81%	157 78%	175 74%	125 74%	273 73%
Disagree	226 23%	112 23%	114 22%	28 25%	48 25%	49 26%	41 24%	20 16%	40 20%	74 31%	58 21%	34 16%	59 21%	66 25%	54 21%	63 25%	28 21%	15 17%	38 19%	55 24%	41 24%	89 24%
Don't know	22 2%	3 1%	19 4%	1 1%	3 2%	2 1%	2 1%	3 2%	11 5%	5 2%	- -	2 1%	15 5%	3 1%	8 3%	3 1%	7 5%	2 2%	6 3%	5 2%	3 2%	11 3%

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 2004

Absolutes/col percents

Table 10  
**Q.8 Agreement with statements about the Olympic Games**  
**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	172	132	203	239	278	209	278	267	259	251	138	89	202	235	169	372
<b><u>The process by which the venues for the Olympic Games are chosen seems to be riddled with corruption</u></b>																						
Agree	572 57%	314 64%	258 50%	56 50%	101 52%	107 56%	96 55%	93 71%	118 58%	126 53%	157 56%	129 62%	160 58%	147 55%	146 56%	153 61%	75 55%	50 56%	131 65%	129 55%	97 58%	205 55%
Disagree	306 31%	129 26%	177 35%	41 37%	72 38%	62 32%	51 29%	30 23%	49 24%	81 34%	86 31%	60 29%	79 28%	93 35%	77 30%	69 27%	38 27%	30 34%	51 26%	81 35%	48 28%	133 36%
Don't know	126 13%	49 10%	77 15%	14 13%	19 10%	23 12%	26 15%	8 6%	35 17%	33 14%	36 13%	19 9%	38 14%	28 10%	36 14%	28 11%	25 18%	9 10%	19 9%	25 11%	24 14%	34 9%
<b><u>I support Britain's bid to hold the Olympic Games in London in 2012</u></b>																						
Agree	808 80%	397 81%	411 80%	99 89%	165 86%	164 85%	126 73%	105 80%	148 73%	187 78%	226 81%	177 85%	218 78%	214 80%	203 78%	206 82%	119 86%	66 73%	163 81%	206 88%	137 81%	297 80%
Disagree	175 17%	85 17%	90 18%	12 11%	21 11%	23 12%	41 24%	24 18%	54 27%	45 19%	46 17%	29 14%	54 20%	44 17%	52 20%	39 15%	17 13%	23 26%	38 19%	25 11%	29 17%	66 18%
Don't know	22 2%	10 2%	11 2%	1 1%	6 3%	6 3%	5 3%	3 2%	1 *	7 3%	7 2%	2 1%	6 2%	8 3%	5 2%	6 2%	2 1%	1 1%	- -	4 2%	3 2%	10 3%

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 2004

Absolutes/col percents

Table 11  
**Q.9a How do you think the British economy will fare over the next year for the country as a whole?**  
**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	172	132	203	239	278	209	278	267	259	251	138	89	202	235	169	372
NET: Well	727 72%	390 79%	336 66%	84 76%	134 70%	127 66%	128 74%	96 73%	157 78%	187 78%	209 75%	145 69%	186 67%	190 71%	178 69%	188 75%	103 75%	67 75%	144 71%	201 85%	125 74%	271 73%
Very well	(4) 69 7%	48 10%	21 4%	5 5%	14 7%	11 6%	16 9%	9 7%	13 6%	17 7%	14 5%	12 6%	26 9%	10 4%	19 7%	22 9%	10 7%	7 8%	15 8%	32 13%	7 4%	22 6%
Quite well	(3) 658 66%	342 70%	316 62%	79 71%	120 63%	116 60%	111 65%	86 66%	144 71%	170 71%	196 70%	133 64%	160 57%	179 67%	159 61%	166 66%	93 68%	60 67%	129 64%	169 72%	119 70%	249 67%
Quite badly	(2) 215 21%	81 16%	134 26%	24 21%	48 25%	47 24%	34 20%	28 22%	33 16%	43 18%	55 20%	52 25%	65 23%	67 25%	63 24%	41 17%	24 17%	20 22%	48 24%	26 11%	34 20%	80 21%
Very badly	(1) 36 4%	14 3%	22 4%	2 2%	7 4%	12 6%	7 4%	6 4%	2 1%	3 1%	8 3%	7 4%	17 6%	5 2%	10 4%	13 5%	6 4%	2 2%	6 3%	4 2%	6 3%	11 3%
NET: Badly	251 25%	95 19%	156 30%	26 23%	55 29%	59 30%	42 24%	34 26%	35 17%	46 19%	63 23%	59 28%	82 29%	72 27%	73 28%	55 22%	29 21%	22 25%	54 27%	30 13%	40 23%	91 25%
Don't know	26 3%	7 1%	20 4%	1 1%	3 2%	7 4%	3 2%	2 1%	10 5%	6 2%	6 2%	5 2%	10 4%	5 2%	8 3%	8 3%	5 4%	- -	4 2%	4 2%	4 2%	10 3%
Mean	2.78	2.87	2.68	2.80	2.74	2.68	2.81	2.76	2.87	2.86	2.79	2.73	2.73	2.74	2.75	2.81	2.81	2.81	2.77	2.99	2.76	2.78
Standard deviation	0.62	0.60	0.63	0.54	0.64	0.68	0.66	0.65	0.52	0.54	0.57	0.62	0.72	0.56	0.65	0.66	0.63	0.61	0.62	0.57	0.58	0.60
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.03	0.04	0.04	0.05	0.06	0.04	0.04	0.04	0.03

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 2004

Absolutes/col percents

Table 12

**Q.9b How do you think the British economy will fare over the next year for you and your family?**

**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	172	132	203	239	278	209	278	267	259	251	138	89	202	235	169	372
NET: Well	699 70%	363 74%	336 66%	83 74%	131 68%	124 64%	126 73%	95 72%	140 69%	180 76%	195 70%	144 69%	179 64%	165 62%	183 71%	189 75%	98 71%	64 71%	137 68%	190 81%	120 71%	264 71%
Very well	(4) 8%	42 8%	36 7%	9 8%	25 13%	11 6%	14 8%	7 5%	12 6%	25 11%	21 7%	14 6%	18 7%	18 7%	20 8%	22 9%	11 8%	8 8%	14 7%	32 14%	14 8%	23 6%
Quite well	(3) 62%	321 65%	300 59%	74 66%	107 55%	113 59%	112 65%	88 67%	128 63%	155 65%	174 63%	131 63%	161 58%	147 55%	163 63%	167 67%	87 63%	56 63%	124 61%	158 67%	106 63%	241 65%
Quite badly	(2) 22%	87 18%	133 26%	18 16%	46 24%	50 26%	35 20%	29 22%	41 20%	50 21%	55 20%	47 23%	67 24%	75 28%	55 21%	42 17%	29 21%	18 20%	56 27%	33 14%	40 24%	83 22%
Very badly	(1) 5%	27 5%	25 5%	4 3%	13 7%	13 7%	10 6%	5 4%	7 3%	5 2%	18 7%	9 4%	20 7%	16 6%	17 7%	12 5%	4 3%	3 4%	6 3%	4 2%	8 5%	17 4%
NET: Badly	272 27%	114 23%	158 31%	22 20%	59 31%	63 33%	46 26%	34 26%	49 24%	55 23%	74 26%	57 27%	87 31%	91 34%	72 28%	54 22%	33 24%	22 24%	61 30%	38 16%	48 29%	100 27%
Don't know	33 3%	15 3%	18 4%	7 6%	3 1%	6 3%	1 *	3 2%	15 7%	4 2%	10 4%	8 4%	12 4%	12 4%	4 2%	7 3%	7 5%	4 5%	3 2%	7 3%	1 1%	9 3%
Mean	2.75	2.79	2.70	2.84	2.75	2.65	2.76	2.75	2.77	2.86	2.73	2.74	2.67	2.65	2.73	2.82	2.80	2.80	2.73	2.96	2.75	2.74
Standard deviation	0.68	0.67	0.68	0.61	0.76	0.70	0.69	0.62	0.62	0.61	0.70	0.65	0.72	0.70	0.70	0.65	0.62	0.65	0.63	0.60	0.67	0.64
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.05	0.04	0.05	0.05	0.04	0.04	0.04	0.04	0.05	0.07	0.04	0.04	0.05	0.03

## Opinion Poll

### Fieldwork : July 30th-31st & August 1st 2004

Absolutes/col percents

Table 13

**Q.10 I am going to read out some statements about holidays. Please say in each case if it is true or not true of you and your family?**

**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	172	132	203	239	278	209	278	267	259	251	138	89	202	235	169	372
<b><u>I don't manage to take a proper holiday away from home every year</u></b>																						
True	500 50%	240 49%	260 51%	62 56%	105 54%	101 53%	75 43%	63 47%	95 47%	94 40%	142 51%	104 50%	159 57%	127 48%	129 50%	113 45%	80 58%	50 56%	100 50%	116 49%	77 45%	193 52%
Not true	504 50%	252 51%	252 49%	50 44%	88 46%	91 47%	98 57%	69 53%	108 53%	144 60%	136 49%	105 50%	119 43%	140 52%	130 50%	137 55%	58 42%	39 44%	102 50%	119 51%	92 55%	179 48%
<b><u>I would take foreign holidays if I could afford it but I generally holiday in Britain.</u></b>																						
True	448 45%	214 44%	234 46%	53 47%	77 40%	82 43%	64 37%	67 51%	104 51%	62 26%	123 44%	100 48%	163 59%	108 40%	113 43%	108 43%	75 55%	44 49%	84 41%	107 45%	75 45%	171 46%
Not true	556 55%	278 56%	278 54%	59 53%	115 60%	110 57%	109 63%	65 49%	98 49%	177 74%	156 56%	109 52%	115 41%	159 60%	146 57%	143 57%	62 45%	45 51%	118 59%	128 55%	94 55%	201 54%
<b><u>These days I tend to make holiday bookings directly rather than use a travel agent</u></b>																						
True	586 58%	287 58%	299 58%	53 48%	137 71%	129 67%	100 58%	73 55%	94 46%	157 66%	166 60%	115 55%	148 53%	176 66%	143 55%	141 56%	79 57%	47 52%	113 56%	139 59%	106 63%	222 60%
Not true	418 42%	205 42%	213 42%	59 52%	56 29%	64 33%	72 42%	59 45%	109 54%	82 34%	113 40%	94 45%	130 47%	91 34%	116 45%	110 44%	59 43%	43 48%	89 44%	96 41%	63 37%	150 40%
<b><u>The threat of terrorism since September 11th has had a significant impact in limiting the type of place I will consider going to on holiday</u></b>																						
True	415 41%	183 37%	232 45%	51 45%	66 34%	84 44%	60 35%	59 45%	95 47%	76 32%	121 43%	86 41%	133 48%	95 36%	107 41%	118 47%	58 42%	38 42%	78 39%	111 47%	60 35%	150 40%
Not true	589 59%	309 63%	280 55%	61 55%	127 66%	108 56%	113 65%	73 55%	107 53%	163 68%	158 57%	123 59%	145 52%	172 64%	152 59%	132 53%	80 58%	52 58%	124 61%	124 53%	109 65%	222 60%