

## Daily Tracking Poll

### Fieldwork : April 19th-20th 2005

Absolutes/col percents

Table 1

**Q.4 Please say which one of the following statements you most agree with?**

**Base: All respondents**

|   | 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 |
| Unweighted base   | 710        | 320        | 390        | 64        | 111       | 145       | 126       | 115       | 149       | 190          | 190       | 116       | 214       | 190        | 186       | 175            | 97                 | 62        | 137              | 193        | 78                 |
| Weighted base   | 710        | 341        | 369        | 78        | 121       | 142       | 121       | 106       | 142       | 178          | 206       | 149       | 177       | 189        | 185       | 175            | 99                 | 62        | 141              | 190        | 76                 |
| I am satisfied with the Labour Government overall.  | 173<br>24% | 72<br>21%  | 101<br>27% | 24<br>30% | 27<br>22% | 40<br>28% | 27<br>23% | 20<br>19% | 35<br>25% | 32<br>18%    | 47<br>23% | 34<br>23% | 60<br>34% | 43<br>23%  | 33<br>18% | 52<br>30%      | 21<br>22%          | 22<br>36% | 3<br>2%          | 100<br>53% | 5<br>6%            |
| I am disappointed in the Labour Government overall, but I still prefer them to a Conservative Government. | 232<br>33% | 113<br>33% | 118<br>32% | 25<br>32% | 52<br>43% | 57<br>40% | 37<br>31% | 33<br>31% | 28<br>20% | 59<br>33%    | 74<br>36% | 54<br>36% | 44<br>25% | 55<br>29%  | 63<br>34% | 59<br>34%      | 34<br>34%          | 20<br>32% | 8<br>6%          | 81<br>43%  | 45<br>58%          |
| I am disappointed in the Labour Government overall and I would rather have a Conservative Government.     | 205<br>29% | 110<br>32% | 95<br>26%  | 22<br>28% | 26<br>22% | 26<br>19% | 40<br>33% | 30<br>28% | 60<br>42% | 67<br>38%    | 53<br>26% | 40<br>27% | 45<br>26% | 60<br>31%  | 66<br>36% | 43<br>24%      | 29<br>29%          | 8<br>12%  | 129<br>92%       | 7<br>4%    | 19<br>25%          |
| Don't know  | 101<br>14% | 46<br>13%  | 55<br>15%  | 8<br>10%  | 16<br>13% | 18<br>13% | 16<br>13% | 24<br>23% | 19<br>13% | 19<br>11%    | 32<br>16% | 21<br>14% | 29<br>16% | 31<br>16%  | 22<br>12% | 20<br>12%      | 15<br>15%          | 12<br>20% | 1<br>1%          | 2<br>1%    | 8<br>10%           |

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Table 2

**Q.5a The Conservative Party's election slogan is "are you thinking what we're thinking". Do you think the Conservative Party IS thinking what you are thinking about the issues that are most important to you?**

**Base: All respondents**

|                 | 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 Democrat |
| Unweighted base | 710        | 320        | 390        | 64        | 111       | 145        | 126       | 115       | 149          | 190        | 190        | 116        | 214        | 190        | 186        | 175            | 97                 | 62        | 137            | 193        | 78                |
| Weighted base   | 710        | 341        | 369        | 78        | 121       | 142        | 121       | 106       | 142          | 178        | 206        | 149        | 177        | 189        | 185        | 175            | 99                 | 62        | 141            | 190        | 76                |
| Yes             | 227<br>32% | 112<br>33% | 116<br>31% | 23<br>30% | 32<br>27% | 34<br>24%  | 32<br>27% | 38<br>36% | 68<br>48%    | 66<br>37%  | 72<br>35%  | 43<br>29%  | 47<br>26%  | 71<br>38%  | 64<br>34%  | 58<br>33%      | 28<br>29%          | 6<br>10%  | 128<br>90%     | 23<br>12%  | 16<br>21%         |
| No              | 445<br>63% | 216<br>63% | 229<br>62% | 51<br>65% | 85<br>70% | 103<br>73% | 82<br>68% | 61<br>57% | 64<br>45%    | 104<br>58% | 120<br>58% | 100<br>67% | 122<br>69% | 107<br>57% | 114<br>61% | 108<br>62%     | 64<br>65%          | 52<br>83% | 12<br>9%       | 159<br>84% | 59<br>77%         |
| Don't know      | 37<br>5%   | 13<br>4%   | 24<br>7%   | 4<br>5%   | 4<br>3%   | 5<br>4%    | 6<br>5%   | 7<br>7%   | 11<br>7%     | 8<br>4%    | 14<br>7%   | 6<br>4%    | 9<br>5%    | 11<br>6%   | 8<br>4%    | 8<br>5%        | 6<br>6%            | 4<br>6%   | 1<br>1%        | 7<br>4%    | 1<br>1%           |

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Absolutes/col percents

Table 3

**Q.5b The Labour Party's election slogan is "Forward, not back". Do you think that Labour will take Britain forward if they win re-election and that the Conservatives would take Britain backward if they were to win?**

**Base: All respondents**

|                 | 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 |
| Unweighted base | 710        | 320        | 390        | 64        | 111       | 145       | 126       | 115       | 149       | 190          | 190        | 116       | 214       | 190        | 186        | 175            | 97                 | 62        | 137              | 193        | 78                 |
| Weighted base   | 710        | 341        | 369        | 78        | 121       | 142       | 121       | 106       | 142       | 178          | 206        | 149       | 177       | 189        | 185        | 175            | 99                 | 62        | 141              | 190        | 76                 |
| Yes             | 325<br>46% | 157<br>46% | 168<br>45% | 38<br>49% | 58<br>48% | 67<br>48% | 55<br>46% | 45<br>42% | 60<br>43% | 68<br>38%    | 88<br>43%  | 71<br>48% | 97<br>55% | 74<br>39%  | 71<br>39%  | 90<br>52%      | 51<br>51%          | 38<br>61% | 15<br>11%        | 169<br>89% | 32<br>42%          |
| No              | 334<br>47% | 166<br>49% | 168<br>46% | 36<br>46% | 55<br>45% | 65<br>46% | 57<br>47% | 48<br>45% | 73<br>52% | 96<br>54%    | 104<br>51% | 64<br>43% | 70<br>39% | 96<br>51%  | 100<br>54% | 76<br>44%      | 42<br>42%          | 21<br>33% | 123<br>87%       | 16<br>8%   | 41<br>54%          |
| Don't know      | 51<br>7%   | 18<br>5%   | 33<br>9%   | 4<br>5%   | 8<br>6%   | 9<br>7%   | 9<br>7%   | 13<br>13% | 8<br>6%   | 14<br>8%     | 13<br>6%   | 14<br>9%  | 10<br>6%  | 19<br>10%  | 14<br>8%   | 8<br>5%        | 6<br>6%            | 3<br>6%   | 3<br>2%          | 5<br>3%    | 3<br>4%            |

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Absolutes/col percents

Table 4

**Q.5c The Liberal Democrat election slogan is "the Real Alternative". Do you think that the Lib Dems, rather than the Conservatives, are now the real alternative to Labour?**

**Base: All respondents**

|                 | 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 Democrat |
| Unweighted base | 710        | 320        | 390        | 64        | 111       | 145       | 126       | 115       | 149       | 190          | 190        | 116       | 214       | 190        | 186        | 175            | 97                 | 62        | 137              | 193        | 78                |
| Weighted base   | 710        | 341        | 369        | 78        | 121       | 142       | 121       | 106       | 142       | 178          | 206        | 149       | 177       | 189        | 185        | 175            | 99                 | 62        | 141              | 190        | 76                |
| Yes             | 309<br>44% | 136<br>40% | 173<br>47% | 39<br>50% | 53<br>44% | 67<br>47% | 51<br>43% | 41<br>38% | 58<br>41% | 68<br>39%    | 87<br>42%  | 85<br>57% | 68<br>39% | 77<br>41%  | 66<br>36%  | 88<br>50%      | 52<br>52%          | 26<br>42% | 22<br>16%        | 101<br>54% | 60<br>78%         |
| No              | 366<br>51% | 192<br>56% | 174<br>47% | 35<br>45% | 64<br>53% | 69<br>48% | 64<br>53% | 58<br>54% | 76<br>54% | 99<br>56%    | 108<br>53% | 61<br>41% | 97<br>55% | 102<br>54% | 111<br>60% | 81<br>46%      | 43<br>44%          | 28<br>45% | 118<br>84%       | 83<br>44%  | 16<br>20%         |
| Don't know      | 35<br>5%   | 13<br>4%   | 22<br>6%   | 5<br>6%   | 3<br>3%   | 7<br>5%   | 6<br>5%   | 8<br>8%   | 7<br>5%   | 10<br>6%     | 11<br>5%   | 3<br>2%   | 12<br>7%  | 9<br>5%    | 8<br>4%    | 6<br>3%        | 4<br>4%            | 8<br>13%  | 1<br>1%          | 5<br>3%    | 1<br>2%           |