

Opinion Poll

Fieldwork : October 3rd-5th 2003

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 England | Wales & South West | Scotland | Conservative | Labour | Liberal Democrat | Swing Voters |
| Weighted base | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 |
| Absolutely certain to vote | (10) 455 45% | 223 45% | 232 45% | 17 15% | 50 26% | 88 46% | 92 54% | 78 59% | 129 64% | 115 48% | 124 45% | 84 40% | 132 48% | 108 40% | 111 43% | 111 44% | 70 51% | 56 63% | 99 60% | 133 51% | 84 49% | 106 33% |
| (9) | 52 5% | 33 7% | 19 4% | 5 4% | 15 8% | 7 4% | 7 4% | 12 9% | 5 3% | 22 9% | 15 5% | 10 5% | 5 2% | 20 7% | 17 7% | 6 3% | 5 4% | 4 4% | 11 7% | 18 7% | 11 6% | 18 6% |
| (8) | 87 9% | 50 10% | 37 7% | 14 12% | 19 10% | 20 10% | 13 8% | 6 4% | 16 8% | 20 8% | 31 11% | 15 7% | 21 8% | 29 11% | 18 7% | 28 11% | 7 5% | 5 6% | 13 8% | 24 9% | 22 13% | 31 10% |
| (7) | 52 5% | 27 5% | 25 5% | 4 4% | 22 11% | 10 5% | 5 3% | 5 4% | 6 3% | 12 5% | 18 7% | 12 6% | 10 4% | 13 5% | 12 5% | 16 6% | 9 7% | 1 1% | 7 4% | 20 7% | 11 6% | 22 7% |
| (6) | 37 4% | 18 4% | 19 4% | 13 11% | 4 2% | 7 4% | 6 3% | 1 3% | 6 3% | 11 5% | 13 5% | 4 2% | 9 3% | 11 4% | 5 2% | 16 6% | 4 3% | 2 2% | 7 4% | 12 5% | 5 3% | 20 6% |
| (5) | 112 11% | 42 9% | 70 14% | 18 16% | 36 19% | 24 13% | 15 9% | 7 6% | 12 6% | 27 11% | 37 13% | 28 13% | 20 7% | 27 10% | 41 16% | 24 10% | 13 10% | 6 7% | 12 7% | 24 9% | 13 8% | 59 18% |
| (4) | 17 2% | 9 2% | 8 1% | 3 3% | 5 2% | 1 1% | 4 2% | 3 2% | 1 1% | 3 1% | 4 1% | 5 2% | 6 2% | 5 2% | 4 1% | 5 2% | 1 1% | 1 2% | 3 2% | 4 2% | 3 2% | 9 3% |
| (3) | 28 3% | 14 3% | 14 3% | 8 7% | 7 4% | 4 2% | 7 4% | 1 1% | 1 * | 9 4% | 5 2% | 10 5% | 4 1% | 10 4% | 14 5% | 1 * | 2 2% | 2 2% | 1 1% | 6 2% | 4 3% | 15 5% |
| (2) | 14 1% | 7 1% | 7 1% | 4 4% | 4 2% | 2 1% | 1 1% | 2 2% | 1 1% | 2 1% | 1 1% | 5 3% | 5 2% | 4 1% | 5 2% | 2 1% | 2 2% | 1 1% | - - | 2 1% | - - | 5 2% |
| Definitely would not vote | (1) 112 11% | 55 11% | 57 11% | 21 19% | 24 13% | 22 11% | 17 10% | 12 9% | 15 8% | 13 5% | 22 8% | 29 14% | 48 17% | 28 10% | 24 9% | 29 12% | 22 16% | 9 10% | 11 7% | 9 4% | 13 7% | 26 8% |
| Not registered | 11 1% | 5 1% | 6 1% | 2 1% | 3 1% | 3 2% | 3 2% | - - | - - | 3 1% | 3 1% | 1 * | 4 2% | 5 2% | 2 1% | 4 2% | - - | - - | 1 * | 2 1% | 2 1% | 4 1% |
| Refused | 2 * | - - | 2 * | - - | 2 1% | - - | - - | 1 1% | - - | 2 1% | 1 * | - - | - - | - - | 1 * | - - | - - | 2 2% | - - | - - | - - | - - |
| Don't know | 22 2% | 8 2% | 14 3% | 4 3% | 2 1% | 3 1% | 2 1% | 3 2% | 9 4% | - - | 3 1% | 5 3% | 14 5% | 7 3% | 6 2% | 7 3% | 1 1% | 1 1% | - - | 7 3% | 2 1% | 9 3% |
| Mean | 7.41 | 7.50 | 7.31 | 5.48 | 6.56 | 7.45 | 7.73 | 8.18 | 8.44 | 7.90 | 7.64 | 6.85 | 7.14 | 7.34 | 7.27 | 7.42 | 7.29 | 8.13 | 8.34 | 8.17 | 7.98 | 6.94 |
| Standard deviation | 3.17 | 3.14 | 3.20 | 3.14 | 3.09 | 3.13 | 3.15 | 3.00 | 2.77 | 2.75 | 2.86 | 3.39 | 3.55 | 3.12 | 3.14 | 3.11 | 3.44 | 3.08 | 2.66 | 2.51 | 2.78 | 2.95 |
| Standard error | 0.10 | 0.14 | 0.14 | 0.36 | 0.26 | 0.21 | 0.23 | 0.24 | 0.20 | 0.21 | 0.16 | 0.22 | 0.22 | 0.20 | 0.20 | 0.20 | 0.29 | 0.33 | 0.20 | 0.16 | 0.21 | 0.17 |

Prepared by Populus



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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 | 524 | 281 | 244 | 38 | 80 | 97 | 100 | 84 | 126 | 140 | 153 | 90 | 141 | 142 | 121 | 132 | 75 | 55 | 147 | 188 | 140 | 125 |
| Conservative | 147 | 77 | 70 | 8 | 16 | 18 | 33 | 29 | 43 | 40 | 45 | 29 | 33 | 40 | 51 | 29 | 21 | 7 | 147 | - | - | 21 |
| | 28% | 28% | 29% | 21% | 20% | 18% | 33% | 35% | 35% | 29% | 29% | 32% | 23% | 28% | 42% | 22% | 29% | 12% | 100% | - | - | 17% |
| Labour | 188 | 92 | 97 | 11 | 36 | 43 | 26 | 28 | 44 | 39 | 55 | 32 | 63 | 46 | 30 | 62 | 25 | 26 | - | 188 | - | 41 |
| | 36% | 33% | 40% | 30% | 45% | 44% | 26% | 33% | 35% | 28% | 36% | 35% | 45% | 32% | 24% | 47% | 34% | 47% | - | 100% | - | 33% |
| Liberal | 140 | 81 | 59 | 15 | 20 | 29 | 28 | 20 | 29 | 43 | 40 | 25 | 33 | 45 | 35 | 30 | 20 | 11 | - | - | 140 | 47 |
| | 27% | 29% | 24% | 39% | 25% | 30% | 28% | 24% | 23% | 31% | 26% | 27% | 24% | 32% | 29% | 23% | 26% | 20% | - | - | 100% | 38% |
| SNP | 11 | 8 | 3 | - | 2 | 2 | 3 | 2 | 3 | - | 3 | 3 | 5 | - | - | 1 | - | 10 | - | - | - | 1 |
| | 2% | 3% | 1% | - | 2% | 2% | 3% | 2% | 2% | - | 2% | 4% | 3% | - | - | 1% | - | 18% | - | - | - | 1% |
| Plaid Cymru | 7 | 4 | 4 | - | 2 | - | 2 | 3 | - | 4 | - | 1 | 2 | - | - | - | 7 | - | - | - | - | 2 |
| | 1% | 1% | 1% | - | 2% | - | 2% | 4% | - | 3% | - | 1% | 1% | - | - | - | 10% | - | - | - | - | 1% |
| The Green Party | 9 | 5 | 4 | 1 | 1 | 2 | 2 | - | 3 | 5 | 3 | - | 2 | 5 | 2 | 3 | - | - | - | - | - | 7 |
| | 2% | 2% | 2% | 3% | 2% | 2% | 2% | - | 3% | 3% | 2% | - | 2% | 3% | 2% | 2% | - | - | - | - | - | 5% |
| The United Kingdom Independence Party (UKIP) | 4 | 4 | - | - | - | 1 | - | 1 | 1 | 4 | - | - | - | 2 | - | - | 1 | - | - | - | - | 1 |
| | 1% | 1% | - | - | - | 1% | - | 1% | 1% | 3% | - | - | - | 2% | - | - | 2% | - | - | - | - | 1% |
| The British National Party (BNP) | 6 | 5 | 1 | 3 | - | - | 1 | 1 | 1 | 3 | 1 | - | 2 | - | 3 | 3 | - | - | - | - | - | 1 |
| | 1% | 2% | * | 8% | - | - | 1% | 1% | 1% | 2% | 1% | - | 1% | - | 3% | 2% | - | - | - | - | - | 1% |
| The Socialist Alliance | 2 | - | 2 | - | - | - | 2 | - | - | - | 2 | - | - | 1 | 1 | - | - | - | - | - | - | 2 |
| | * | - | 1% | - | - | - | 2% | - | - | - | 1% | - | - | 1% | 1% | - | - | - | - | - | - | 1% |
| The Scottish Socialist Party | 1 | - | 1 | - | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | - | - | 1 |
| | * | - | 1% | - | - | 1% | - | - | - | 1% | - | - | - | - | - | - | - | 3% | - | - | - | 1% |
| The Natural Law Party | 1 | 1 | - | - | - | 1 | - | - | - | - | 1 | - | - | - | - | 1 | - | - | - | - | - | - |
| | * | * | - | - | - | 1% | - | - | - | - | 1% | - | - | - | - | 1% | - | - | - | - | - | - |
| Another party | 7 | 4 | 3 | - | 2 | - | 4 | 1 | - | 1 | 4 | - | 2 | 3 | - | 4 | - | - | - | - | - | 2 |
| | 1% | 1% | 1% | - | 3% | - | 4% | 1% | - | 1% | 3% | - | 1% | 2% | - | 3% | - | - | - | - | - | 1% |

Opinion Poll

Fieldwork : October 3rd-5th 2003

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 | 551 |
| Conservative | 156 28% |
| Labour | 202 37% |
| Liberal Democrat/ Liberal | 143 26% |
| Scottish National Party/SNP | 12 2% |
| Plaid Cymru | 7 1% |
| Other | 31 6% |

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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 | 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 | Swing Voters |
| Weighted base | 793 | 402 | 391 | 89 | 150 | 148 | 140 | 106 | 161 | 188 | 213 | 163 | 229 | 220 | 195 | 199 | 107 | 71 | 166 | 263 | 170 | 222 |
| Fairly sure that is what I'll do | 554 70% | 289 72% | 266 68% | 52 58% | 84 56% | 110 74% | 103 74% | 81 76% | 125 78% | 124 66% | 152 71% | 114 70% | 164 72% | 154 70% | 132 67% | 138 70% | 74 69% | 55 78% | 136 82% | 189 72% | 103 61% | - - |
| May well change my mind | 222 28% | 105 26% | 117 30% | 33 37% | 63 42% | 35 24% | 36 25% | 23 21% | 32 20% | 60 32% | 59 28% | 43 26% | 60 26% | 61 28% | 59 30% | 57 29% | 30 28% | 15 21% | 30 18% | 64 24% | 64 38% | 222 100% |
| Don't know | 17 2% | 8 2% | 9 2% | 4 5% | 3 2% | 3 2% | 1 1% | 2 2% | 4 2% | 3 2% | 2 1% | 7 4% | 6 2% | 5 2% | 5 3% | 3 2% | 3 2% | 1 2% | 1 * | 9 4% | 3 2% | - - |

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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 Dem-ocrat | Swing Voters |
| Weighted base | 207 | 88 | 119 | 22 | 42 | 44 | 32 | 26 | 41 | 50 | 64 | 45 | 47 | 46 | 62 | 51 | 30 | 18 | - | - | - | 103 |
| Floating voter | 103 | 46 | 57 | 11 | 29 | 25 | 12 | 11 | 14 | 22 | 32 | 26 | 22 | 21 | 32 | 22 | 19 | 8 | - | - | - | 103 |
| | 50% | 52% | 48% | 50% | 70% | 57% | 37% | 45% | 34% | 45% | 50% | 58% | 46% | 47% | 52% | 43% | 64% | 47% | - | - | - | 100% |
| Prefer not to say | 104 | 42 | 62 | 11 | 13 | 19 | 20 | 14 | 27 | 28 | 32 | 19 | 26 | 24 | 30 | 29 | 11 | 9 | - | - | - | - |
| | 50% | 48% | 52% | 50% | 30% | 43% | 63% | 55% | 66% | 55% | 50% | 42% | 54% | 53% | 48% | 57% | 36% | 53% | - | - | - | - |

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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 | 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 | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 | |
| Very good indeed | (10) | 48 5% | 25 5% | 23 4% | 2 2% | 8 4% | 5 2% | 4 2% | 9 7% | 20 10% | 6 2% | 10 3% | 13 6% | 19 7% | 11 4% | 8 3% | 16 6% | 9 7% | 4 5% | 2 1% | 37 14% | 1 1% | 7 2% |
| | (9) | 29 3% | 10 2% | 19 4% | - - | 2 1% | 5 3% | 5 3% | 8 6% | 9 5% | 6 3% | 8 3% | 4 2% | 10 4% | 1 * | 7 3% | 6 4% | 6 6% | 1 1% | 21 8% | 2 1% | 6 2% | |
| | (8) | 97 10% | 44 9% | 53 10% | 9 8% | 16 8% | 19 10% | 19 11% | 15 11% | 19 9% | 25 11% | 32 11% | 17 8% | 23 8% | 26 10% | 30 11% | 19 8% | 15 11% | 8 9% | 5 3% | 54 20% | 13 8% | 26 8% |
| | (7) | 140 14% | 75 15% | 66 13% | 17 16% | 41 21% | 28 15% | 19 11% | 14 11% | 21 10% | 43 18% | 41 15% | 24 12% | 32 11% | 36 14% | 33 13% | 44 18% | 8 6% | 20 22% | 17 10% | 62 23% | 25 15% | 49 15% |
| | (6) | 103 10% | 47 10% | 56 11% | 16 15% | 23 12% | 22 12% | 16 10% | 10 8% | 15 8% | 37 15% | 28 10% | 13 6% | 24 9% | 29 11% | 26 10% | 30 12% | 14 10% | 4 5% | 17 10% | 26 10% | 23 14% | 45 14% |
| | (5) | 175 17% | 72 15% | 103 20% | 19 17% | 30 16% | 36 19% | 30 18% | 27 20% | 33 16% | 34 14% | 53 19% | 34 17% | 54 19% | 39 15% | 47 18% | 44 18% | 32 23% | 13 15% | 33 20% | 35 13% | 25 15% | 71 22% |
| | (4) | 70 7% | 43 9% | 27 5% | 11 10% | 15 8% | 15 8% | 12 7% | 5 4% | 13 6% | 22 9% | 18 7% | 15 7% | 15 5% | 23 9% | 18 7% | 17 7% | 7 5% | 6 6% | 11 6% | 3 1% | 27 16% | 23 7% |
| | (3) | 65 6% | 37 8% | 28 5% | 11 10% | 8 4% | 18 9% | 11 6% | 6 4% | 11 5% | 13 5% | 16 6% | 19 9% | 17 6% | 20 7% | 17 6% | 10 4% | 10 7% | 9 10% | 17 10% | 5 2% | 12 7% | 22 7% |
| | (2) | 86 9% | 49 10% | 37 7% | 10 9% | 17 9% | 13 7% | 18 10% | 14 10% | 14 7% | 23 10% | 20 7% | 20 10% | 22 8% | 21 8% | 31 12% | 20 8% | 10 7% | 4 4% | 16 10% | 8 3% | 19 11% | 27 8% |
| Very bad indeed | (1) | 168 17% | 82 17% | 87 17% | 15 14% | 27 14% | 26 14% | 37 21% | 21 16% | 43 21% | 25 11% | 44 16% | 42 20% | 58 21% | 47 18% | 43 17% | 37 15% | 27 20% | 14 16% | 46 28% | 12 4% | 22 13% | 42 13% |
| Don't know | | 19 2% | 7 1% | 13 2% | 1 1% | 6 3% | 5 2% | 1 1% | 2 1% | 4 2% | 3 1% | 8 3% | 6 3% | 3 1% | 6 2% | 5 2% | 7 3% | 1 * | 2 2% | 1 1% | - - | - - | 6 2% |
| Mean | | 4.90 | 4.80 | 4.99 | 4.70 | 5.06 | 4.91 | 4.52 | 5.17 | 5.00 | 5.15 | 5.01 | 4.59 | 4.80 | 4.84 | 4.61 | 5.16 | 4.84 | 5.24 | 3.78 | 6.88 | 4.58 | 4.88 |
| Standard deviation | | 2.67 | 2.67 | 2.67 | 2.34 | 2.53 | 2.46 | 2.66 | 2.85 | 3.01 | 2.41 | 2.60 | 2.79 | 2.83 | 2.67 | 2.56 | 2.65 | 2.81 | 2.74 | 2.35 | 2.29 | 2.28 | 2.36 |
| Standard error | | 0.09 | 0.12 | 0.12 | 0.26 | 0.21 | 0.17 | 0.19 | 0.23 | 0.21 | 0.18 | 0.15 | 0.18 | 0.17 | 0.17 | 0.16 | 0.17 | 0.24 | 0.29 | 0.18 | 0.14 | 0.17 | 0.13 |

Opinion Poll

Fieldwork : October 3rd-5th 2003

Absolutes/col percents

Table 7
Q.6 How good a leader is Iain Duncan Smith?
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 | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 | |
| Very good indeed | (10) | 13 1% | 4 1% | 9 2% | 1 1% | 2 1% | 3 2% | 3 2% | - - | 3 1% | - - | 4 1% | 4 2% | 5 2% | 4 1% | 3 1% | 6 2% | - - | 1 1% | 2 1% | 4 2% | 4 2% | 6 2% |
| | (9) | 6 1% | 1 * | 5 1% | - - | - - | 2 1% | 1 * | 2 1% | 2 - | 2 1% | 2 1% | 2 1% | - - | 2 1% | 3 1% | 1 1% | - - | 3 2% | 2 1% | 1 * | - - | |
| | (8) | 37 4% | 17 3% | 20 4% | 5 5% | 4 2% | 5 3% | 9 5% | 5 4% | 8 5% | 12 4% | 10 3% | 6 3% | 9 3% | 15 5% | 7 3% | 10 4% | 5 4% | - - | 15 9% | 6 2% | 2 1% | 9 3% |
| | (7) | 62 6% | 32 6% | 31 6% | 4 4% | 16 8% | 7 4% | 10 6% | 9 7% | 16 8% | 9 4% | 22 8% | 15 7% | 16 6% | 19 7% | 19 8% | 13 5% | 7 5% | 4 17% | 28 17% | 14 5% | 6 3% | 18 5% |
| | (6) | 77 8% | 42 9% | 35 7% | 13 12% | 14 7% | 9 5% | 10 6% | 11 8% | 20 10% | 24 10% | 9 4% | 16 6% | 21 8% | 23 9% | 13 5% | 9 7% | 10 12% | 25 15% | 18 7% | 9 5% | 24 7% | |
| | (5) | 235 23% | 102 21% | 132 26% | 30 27% | 42 22% | 45 23% | 34 20% | 34 26% | 50 25% | 50 21% | 66 24% | 47 22% | 72 26% | 48 18% | 70 27% | 61 24% | 35 25% | 22 25% | 45 27% | 61 23% | 40 23% | 80 25% |
| | (4) | 122 12% | 61 12% | 61 12% | 7 6% | 32 17% | 34 18% | 18 11% | 12 9% | 19 9% | 33 14% | 43 15% | 18 9% | 28 10% | 37 14% | 28 11% | 30 12% | 17 12% | 10 12% | 13 8% | 36 14% | 24 14% | 51 16% |
| | (3) | 90 9% | 50 10% | 40 8% | 12 11% | 20 11% | 21 11% | 16 10% | 9 7% | 11 6% | 25 11% | 28 10% | 20 10% | 17 6% | 34 13% | 17 7% | 22 9% | 12 9% | 5 5% | 9 5% | 20 8% | 22 13% | 26 8% |
| | (2) | 89 9% | 52 11% | 37 7% | 4 4% | 16 8% | 14 7% | 22 13% | 11 8% | 23 11% | 26 11% | 18 6% | 19 9% | 27 10% | 29 11% | 17 6% | 17 7% | 17 12% | 10 11% | 5 3% | 32 12% | 19 11% | 26 8% |
| Very bad indeed | (1) | 138 14% | 85 17% | 53 10% | 10 9% | 15 8% | 31 16% | 32 19% | 27 20% | 22 11% | 37 16% | 34 12% | 32 15% | 35 13% | 35 13% | 29 11% | 39 16% | 19 14% | 17 19% | 6 4% | 33 12% | 32 19% | 42 13% |
| Don't know | | 131 13% | 44 9% | 87 17% | 24 22% | 31 16% | 22 11% | 16 10% | 11 9% | 27 13% | 22 9% | 37 18% | 50 18% | 25 9% | 43 17% | 37 15% | 17 12% | 10 11% | 17 10% | 36 14% | 12 7% | 43 13% | |
| Mean | | 4.17 | 3.92 | 4.43 | 4.55 | 4.29 | 3.95 | 3.91 | 4.00 | 4.43 | 3.93 | 4.39 | 4.08 | 4.22 | 4.12 | 4.44 | 4.20 | 3.96 | 3.82 | 5.52 | 4.09 | 3.70 | 4.18 |
| Standard deviation | | 2.14 | 2.13 | 2.12 | 2.00 | 1.92 | 2.09 | 2.32 | 2.20 | 2.19 | 2.02 | 2.10 | 2.28 | 2.18 | 2.17 | 2.06 | 2.27 | 2.00 | 2.04 | 1.87 | 2.11 | 2.08 | 2.07 |
| Standard error | | 0.07 | 0.10 | 0.10 | 0.25 | 0.17 | 0.15 | 0.18 | 0.18 | 0.17 | 0.16 | 0.12 | 0.16 | 0.15 | 0.14 | 0.14 | 0.16 | 0.18 | 0.23 | 0.15 | 0.14 | 0.16 | 0.13 |

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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 Demo- crat | Swing Voters | |
| Weighted base | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 | |
| Very good indeed | (10) | 15 1% | 6 1% | 9 2% | 2 1% | 5 2% | - - | 1 1% | 3 2% | 4 2% | 1 * | 3 1% | 4 2% | 6 2% | 1 * | 1 * | 8 3% | 4 3% | 1 1% | - - | 5 2% | 6 4% | 5 2% |
| | (9) | 14 1% | 5 1% | 10 2% | 1 1% | 1 1% | 2 1% | 4 2% | 2 2% | 4 2% | 5 2% | 3 1% | 2 1% | 4 2% | 3 1% | 3 1% | 2 1% | 3 2% | 4 5% | 1 1% | 2 1% | 6 4% | 2 1% |
| | (8) | 89 9% | 48 10% | 40 8% | 5 5% | 8 4% | 18 9% | 26 15% | 14 10% | 18 9% | 25 11% | 25 9% | 11 5% | 28 10% | 24 9% | 21 8% | 24 9% | 15 11% | 5 6% | 9 5% | 16 6% | 44 26% | 32 10% |
| | (7) | 114 11% | 53 11% | 61 12% | 17 15% | 21 11% | 21 11% | 19 11% | 19 14% | 18 9% | 30 13% | 38 14% | 22 11% | 24 9% | 33 13% | 34 13% | 30 12% | 9 6% | 8 8% | 15 9% | 27 10% | 44 26% | 35 11% |
| | (6) | 145 14% | 85 17% | 59 12% | 13 12% | 37 19% | 29 15% | 17 10% | 20 15% | 29 14% | 49 20% | 39 14% | 24 12% | 33 12% | 50 19% | 35 14% | 32 13% | 16 12% | 11 12% | 27 16% | 41 15% | 26 15% | 51 16% |
| | (5) | 222 22% | 102 21% | 120 23% | 21 19% | 47 25% | 39 21% | 41 24% | 31 24% | 41 20% | 55 23% | 61 22% | 48 23% | 58 21% | 52 19% | 59 23% | 46 18% | 44 32% | 21 24% | 43 26% | 73 28% | 23 14% | 71 22% |
| | (4) | 71 7% | 32 7% | 39 8% | 7 6% | 14 8% | 18 9% | 13 7% | 10 7% | 9 5% | 11 5% | 23 8% | 18 9% | 18 7% | 15 6% | 16 6% | 24 10% | 6 5% | 9 10% | 10 6% | 19 7% | 3 2% | 25 8% |
| | (3) | 68 7% | 39 8% | 29 6% | 7 7% | 12 6% | 14 7% | 11 7% | 6 5% | 17 8% | 15 6% | 19 7% | 16 8% | 18 7% | 21 8% | 14 5% | 19 8% | 9 6% | 5 6% | 16 10% | 18 7% | 4 3% | 31 9% |
| | (2) | 32 3% | 16 3% | 16 3% | - - | 8 4% | 4 2% | 6 4% | 5 4% | 10 5% | 10 4% | 8 3% | 3 2% | 11 4% | 9 3% | 8 3% | 7 3% | 3 2% | 5 6% | 6 4% | 7 3% | 2 1% | 5 2% |
| Very bad indeed | (1) | 77 8% | 50 10% | 28 5% | 7 6% | 7 3% | 14 7% | 15 9% | 9 7% | 26 13% | 17 7% | 18 7% | 16 8% | 26 9% | 28 11% | 17 7% | 20 8% | 7 5% | 5 6% | 19 11% | 16 6% | 3 2% | 10 3% |
| Don't know | | 154 15% | 55 11% | 99 19% | 31 28% | 33 17% | 34 18% | 18 10% | 13 10% | 26 13% | 19 8% | 41 15% | 43 21% | 51 18% | 30 11% | 49 19% | 38 15% | 22 16% | 15 17% | 20 12% | 40 15% | 8 5% | 58 18% |
| Mean | | 5.18 | 5.07 | 5.31 | 5.35 | 5.24 | 5.12 | 5.29 | 5.42 | 4.87 | 5.31 | 5.24 | 5.05 | 5.10 | 5.03 | 5.23 | 5.21 | 5.44 | 5.07 | 4.67 | 5.16 | 6.67 | 5.40 |
| Standard deviation | | 2.13 | 2.18 | 2.07 | 2.01 | 1.86 | 2.01 | 2.24 | 2.13 | 2.39 | 2.06 | 2.05 | 2.10 | 2.30 | 2.16 | 2.01 | 2.25 | 2.07 | 2.12 | 2.04 | 1.95 | 1.74 | 1.88 |
| Standard error | | 0.07 | 0.11 | 0.10 | 0.27 | 0.17 | 0.15 | 0.17 | 0.18 | 0.18 | 0.16 | 0.13 | 0.15 | 0.16 | 0.14 | 0.14 | 0.15 | 0.19 | 0.25 | 0.16 | 0.13 | 0.14 | 0.12 |

Opinion Poll

Fieldwork : October 3rd-5th 2003

Absolutes/col percents

Table 9

**Q.7a Do you agree or disagree with the following statements about the leaders of the two main parties?
I would be more likely to vote Labour if Gordon Brown was its leader instead of 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 Democ- rat | Swing Voters |
| Weighted base | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 |
| NET: Agree | 319 32% | 163 33% | 157 31% | 45 41% | 55 28% | 58 30% | 56 33% | 36 28% | 68 34% | 73 31% | 84 30% | 69 33% | 94 34% | 87 33% | 75 29% | 85 34% | 38 28% | 35 39% | 40 24% | 79 30% | 74 43% | 119 37% |
| Strongly agree | (4) 138 14% | 78 16% | 60 12% | 14 13% | 20 10% | 23 12% | 21 12% | 17 13% | 44 22% | 26 11% | 29 11% | 33 16% | 49 18% | 37 14% | 28 11% | 34 14% | 16 12% | 23 26% | 21 12% | 43 16% | 29 17% | 46 14% |
| Somewhat agree | (3) 181 18% | 85 17% | 96 19% | 31 28% | 35 18% | 36 19% | 35 21% | 19 15% | 25 12% | 47 20% | 55 20% | 36 17% | 44 16% | 50 19% | 47 18% | 50 20% | 22 16% | 12 13% | 19 11% | 36 14% | 45 26% | 73 23% |
| Somewhat disagree | (2) 248 25% | 113 23% | 135 27% | 31 28% | 60 31% | 54 28% | 42 24% | 34 26% | 28 14% | 68 29% | 73 26% | 46 22% | 60 22% | 67 25% | 63 24% | 62 25% | 40 29% | 16 18% | 36 22% | 69 26% | 38 22% | 95 29% |
| Strongly disagree | (1) 318 32% | 168 34% | 151 30% | 25 22% | 59 31% | 60 31% | 54 31% | 43 32% | 78 39% | 74 31% | 87 31% | 69 33% | 88 32% | 86 32% | 88 34% | 75 30% | 45 33% | 23 26% | 80 48% | 95 36% | 44 26% | 77 24% |
| NET: Disagree | 566 57% | 280 57% | 286 56% | 55 50% | 119 62% | 114 59% | 96 56% | 76 58% | 106 53% | 142 60% | 160 58% | 115 55% | 148 54% | 153 58% | 151 59% | 137 55% | 85 62% | 40 45% | 116 70% | 164 62% | 82 48% | 172 53% |
| Don't know | 114 11% | 47 10% | 67 13% | 10 9% | 18 10% | 20 10% | 20 12% | 19 14% | 27 13% | 23 10% | 33 12% | 24 11% | 35 13% | 26 10% | 32 12% | 28 11% | 14 10% | 15 16% | 11 7% | 20 8% | 14 8% | 34 10% |
| Mean | 2.16 | 2.16 | 2.15 | 2.35 | 2.09 | 2.12 | 2.15 | 2.09 | 2.19 | 2.11 | 2.11 | 2.18 | 2.23 | 2.16 | 2.06 | 2.19 | 2.08 | 2.46 | 1.87 | 2.11 | 2.38 | 2.30 |
| Standard deviation | 1.08 | 1.12 | 1.04 | 1.00 | 1.00 | 1.04 | 1.06 | 1.07 | 1.25 | 1.02 | 1.03 | 1.13 | 1.15 | 1.08 | 1.05 | 1.07 | 1.03 | 1.23 | 1.08 | 1.11 | 1.09 | 1.03 |
| Standard error | 0.04 | 0.05 | 0.05 | 0.12 | 0.09 | 0.07 | 0.08 | 0.09 | 0.09 | 0.08 | 0.06 | 0.08 | 0.08 | 0.07 | 0.07 | 0.07 | 0.09 | 0.14 | 0.08 | 0.07 | 0.09 | 0.06 |

Opinion Poll

Fieldwork : October 3rd-5th 2003

Absolutes/col percents

Table 10

**Q,7b Do you agree or disagree with the following statements about the leaders of the two main parties?
I would be more likely to vote Conservative if they replaced Iain Duncan Smith as their leader.**

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 Democrat | Swing Voters |
| Weighted base | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 |
| NET: Agree | 357 36% | 203 41% | 154 30% | 36 33% | 70 37% | 62 32% | 62 36% | 45 35% | 80 40% | 97 41% | 105 38% | 68 33% | 87 31% | 107 40% | 114 44% | 73 29% | 49 36% | 14 16% | 93 56% | 62 24% | 62 37% | 130 40% |
| Strongly agree | (4) 172 17% | 119 24% | 53 10% | 16 14% | 25 13% | 31 16% | 28 16% | 22 17% | 50 25% | 44 19% | 52 19% | 31 15% | 45 16% | 54 20% | 56 22% | 34 14% | 22 16% | 6 7% | 56 34% | 23 9% | 35 21% | 54 17% |
| Somewhat agree | (3) 184 18% | 84 17% | 101 20% | 20 18% | 46 24% | 31 16% | 35 20% | 23 18% | 30 15% | 52 22% | 53 19% | 37 18% | 42 15% | 52 20% | 58 22% | 39 16% | 27 20% | 8 9% | 37 22% | 39 15% | 27 16% | 75 23% |
| Somewhat disagree | (2) 184 18% | 93 19% | 92 18% | 26 23% | 54 28% | 41 21% | 27 16% | 16 12% | 21 10% | 46 19% | 64 23% | 35 17% | 40 14% | 52 19% | 44 17% | 48 19% | 29 21% | 12 14% | 37 22% | 46 17% | 34 20% | 66 20% |
| Strongly disagree | (1) 332 33% | 152 31% | 181 35% | 27 25% | 47 25% | 61 32% | 68 40% | 54 41% | 75 37% | 68 28% | 79 28% | 78 38% | 108 39% | 79 30% | 67 26% | 92 37% | 46 33% | 49 55% | 24 14% | 137 52% | 58 34% | 86 26% |
| NET: Disagree | 517 52% | 245 50% | 272 53% | 53 48% | 101 53% | 102 53% | 95 55% | 70 53% | 95 47% | 113 48% | 143 51% | 113 54% | 148 53% | 130 49% | 111 43% | 139 56% | 74 54% | 61 69% | 60 36% | 183 70% | 92 54% | 152 47% |
| Don't know | 127 13% | 43 9% | 84 16% | 21 19% | 21 11% | 28 15% | 14 8% | 16 12% | 27 13% | 27 12% | 30 11% | 27 13% | 43 15% | 29 11% | 33 13% | 37 15% | 14 10% | 14 16% | 13 8% | 18 7% | 16 9% | 43 13% |
| Mean | 2.23 | 2.38 | 2.06 | 2.28 | 2.28 | 2.20 | 2.14 | 2.12 | 2.32 | 2.35 | 2.32 | 2.12 | 2.10 | 2.35 | 2.45 | 2.07 | 2.21 | 1.61 | 2.82 | 1.79 | 2.25 | 2.35 |
| Standard deviation | 1.15 | 1.20 | 1.08 | 1.09 | 1.02 | 1.14 | 1.16 | 1.20 | 1.28 | 1.14 | 1.13 | 1.15 | 1.18 | 1.16 | 1.16 | 1.12 | 1.13 | 0.97 | 1.09 | 1.03 | 1.18 | 1.11 |
| Standard error | 0.04 | 0.06 | 0.05 | 0.13 | 0.09 | 0.08 | 0.09 | 0.10 | 0.10 | 0.09 | 0.07 | 0.08 | 0.08 | 0.08 | 0.08 | 0.08 | 0.10 | 0.11 | 0.08 | 0.07 | 0.10 | 0.07 |

Opinion Poll
Fieldwork : October 3rd-5th 2003

Absolutes/col percents

Table 11

Q.8 Likelihood of voting Conservative if Iain Duncan Smith replaced by David Davis**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 | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 |
| More likley | 47 5% | 31 6% | 16 3% | 3 3% | 7 4% | 3 2% | 9 5% | 7 5% | 17 9% | 12 5% | 18 6% | 7 3% | 10 4% | 13 5% | 12 5% | 14 6% | 4 3% | 3 4% | 22 13% | 8 3% | 5 3% | 21 7% |
| No difference | 274 27% | 149 30% | 124 24% | 38 34% | 54 28% | 55 29% | 39 23% | 39 30% | 48 24% | 74 31% | 81 29% | 55 26% | 64 23% | 82 31% | 69 27% | 58 23% | 30 22% | 34 38% | 32 19% | 84 32% | 50 30% | 71 22% |
| Less likley | 148 15% | 95 19% | 53 10% | 5 5% | 23 12% | 19 10% | 30 17% | 27 21% | 44 22% | 43 18% | 45 16% | 29 14% | 31 11% | 42 16% | 36 14% | 40 16% | 21 15% | 9 10% | 39 24% | 44 17% | 28 17% | 44 14% |
| Never heard of David Davis | 488 49% | 198 40% | 290 57% | 61 54% | 99 52% | 106 55% | 89 52% | 53 41% | 79 39% | 90 38% | 126 46% | 111 53% | 160 58% | 116 44% | 130 50% | 130 52% | 72 52% | 40 45% | 68 41% | 117 45% | 80 47% | 171 53% |
| Don't know/ refused | 44 4% | 17 3% | 27 5% | 4 4% | 8 4% | 8 4% | 5 3% | 5 4% | 13 7% | 18 8% | 6 2% | 8 4% | 12 4% | 13 5% | 10 4% | 8 3% | 10 8% | 3 3% | 6 4% | 9 3% | 6 4% | 17 5% |

Opinion Poll

Fieldwork : October 3rd-5th 2003

Absolutes/col percents

Table 12

Q.8 Likelihood of voting Conservative if Iain Duncan Smith replaced by Theresa May**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 | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 |
| More likley | 76 8% | 43 9% | 33 6% | 9 8% | 22 12% | 13 7% | 13 7% | 4 3% | 15 8% | 22 9% | 18 7% | 14 7% | 22 8% | 26 10% | 14 5% | 21 8% | 13 9% | 3 3% | 13 8% | 19 7% | 16 10% | 30 9% |
| No difference | 282 28% | 153 31% | 128 25% | 25 23% | 39 20% | 62 32% | 48 28% | 43 33% | 64 32% | 69 29% | 85 30% | 56 27% | 73 26% | 63 24% | 79 30% | 70 28% | 39 28% | 31 35% | 34 20% | 91 34% | 54 32% | 76 23% |
| Less likley | 216 22% | 124 25% | 92 18% | 10 9% | 28 14% | 36 19% | 43 25% | 45 34% | 55 27% | 70 30% | 59 21% | 39 19% | 48 17% | 68 26% | 60 23% | 50 20% | 22 16% | 16 18% | 63 38% | 49 18% | 41 24% | 61 19% |
| Never heard of Theresa May | 386 39% | 161 33% | 225 44% | 61 55% | 97 51% | 75 39% | 61 35% | 36 27% | 56 28% | 66 28% | 108 39% | 91 44% | 121 44% | 97 37% | 98 38% | 106 42% | 52 38% | 33 37% | 52 31% | 97 37% | 52 31% | 145 45% |
| Don't know/ refused | 40 4% | 9 2% | 31 6% | 6 5% | 6 3% | 6 3% | 7 4% | 4 3% | 12 6% | 11 5% | 8 3% | 9 4% | 12 4% | 10 4% | 8 3% | 4 2% | 12 9% | 6 7% | 5 3% | 8 3% | 6 4% | 13 4% |

Opinion Poll

Fieldwork : October 3rd-5th 2003

Absolutes/col percents

Table 13

Q.8 Likelihood of voting Conservative if Iain Duncan Smith replaced by Oliver Letwin**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 | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 |
| More likley | 56 6% | 42 9% | 15 3% | 3 3% | 11 6% | 6 3% | 7 4% | 12 9% | 17 8% | 19 8% | 7 3% | 14 5% | 22 8% | 19 7% | 7 3% | 6 4% | 3 3% | 22 13% | 6 2% | 8 5% | 15 5% | |
| No difference | 196 20% | 116 24% | 80 16% | 27 24% | 26 14% | 37 19% | 37 22% | 35 27% | 34 17% | 51 22% | 62 22% | 38 18% | 45 16% | 61 23% | 45 17% | 48 19% | 22 16% | 21 24% | 26 15% | 70 27% | 36 21% | 50 16% |
| Less likley | 142 14% | 81 17% | 60 12% | 15 13% | 18 9% | 18 10% | 28 16% | 28 22% | 34 17% | 53 22% | 32 11% | 26 13% | 31 11% | 49 18% | 32 12% | 36 14% | 16 12% | 9 10% | 34 21% | 38 14% | 27 16% | 48 15% |
| Never heard of Oliver Letwin | 561 56% | 235 48% | 327 64% | 59 53% | 129 67% | 124 65% | 96 56% | 52 39% | 102 51% | 104 44% | 157 57% | 129 62% | 172 62% | 120 45% | 156 61% | 152 61% | 83 60% | 51 57% | 80 48% | 133 51% | 94 56% | 194 60% |
| Don't know/ refused | 44 4% | 16 3% | 28 5% | 7 6% | 9 4% | 7 4% | 3 2% | 5 4% | 14 7% | 11 5% | 10 4% | 8 4% | 15 5% | 14 5% | 6 3% | 8 3% | 10 7% | 6 6% | 5 3% | 16 6% | 4 2% | 16 5% |

Opinion Poll

Fieldwork : October 3rd-5th 2003

Absolutes/col percents

Table 14

Q.8 Likelihood of voting Conservative if Iain Duncan Smith replaced by Michael Howard**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 | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 |
| More likley | 143 | 88 | 55 | 14 | 17 | 24 | 26 | 19 | 44 | 42 | 40 | 24 | 38 | 39 | 51 | 25 | 20 | 8 | 59 | 16 | 30 | 39 |
| | 14% | 18% | 11% | 13% | 9% | 12% | 15% | 15% | 22% | 18% | 14% | 12% | 14% | 15% | 20% | 10% | 15% | 9% | 35% | 6% | 18% | 12% |
| No difference | 346 | 174 | 172 | 28 | 61 | 78 | 63 | 52 | 64 | 84 | 103 | 71 | 88 | 89 | 91 | 76 | 45 | 44 | 35 | 103 | 69 | 110 |
| | 35% | 36% | 34% | 25% | 32% | 41% | 37% | 40% | 32% | 35% | 37% | 34% | 32% | 34% | 35% | 30% | 33% | 50% | 21% | 39% | 40% | 34% |
| Less likley | 223 | 123 | 100 | 15 | 40 | 36 | 42 | 35 | 55 | 72 | 61 | 38 | 53 | 72 | 44 | 57 | 34 | 16 | 38 | 67 | 44 | 73 |
| | 22% | 25% | 20% | 14% | 21% | 19% | 25% | 27% | 27% | 30% | 22% | 18% | 19% | 27% | 17% | 23% | 24% | 18% | 23% | 25% | 26% | 23% |
| Never heard of Michael Howard | 261 | 98 | 163 | 52 | 70 | 51 | 36 | 20 | 34 | 34 | 69 | 68 | 90 | 60 | 67 | 87 | 32 | 16 | 32 | 72 | 26 | 93 |
| | 26% | 20% | 32% | 47% | 36% | 26% | 21% | 15% | 17% | 14% | 25% | 33% | 33% | 22% | 26% | 35% | 23% | 18% | 19% | 27% | 15% | 29% |
| Don't know/ refused | 26 | 6 | 20 | 2 | 4 | 4 | 5 | 5 | 6 | 7 | 5 | 6 | 8 | 5 | 6 | 5 | 6 | 4 | 2 | 6 | 1 | 10 |
| | 3% | 1% | 4% | 2% | 2% | 2% | 3% | 4% | 3% | 3% | 2% | 3% | 3% | 2% | 2% | 2% | 5% | 4% | 1% | 2% | 1% | 3% |

Opinion Poll

Fieldwork : October 3rd-5th 2003

Absolutes/col percents

Table 15

Q.8 Likelihood of voting Conservative if Iain Duncan Smith replaced by Michael Ancram**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 | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 |
| More likley | 64 6% | 39 8% | 25 5% | 7 7% | 10 5% | 8 4% | 8 5% | 8 6% | 23 12% | 20 9% | 17 6% | 8 4% | 19 7% | 22 8% | 11 4% | 17 7% | 8 6% | 6 7% | 18 11% | 11 4% | 14 8% | 26 8% |
| No difference | 295 29% | 172 35% | 123 24% | 29 26% | 49 26% | 61 32% | 46 27% | 48 37% | 60 30% | 86 36% | 83 30% | 56 27% | 70 25% | 85 32% | 72 28% | 62 25% | 38 28% | 38 42% | 38 23% | 88 33% | 58 34% | 91 28% |
| Less likley | 173 17% | 109 22% | 64 13% | 9 8% | 26 14% | 24 12% | 37 22% | 33 25% | 45 22% | 48 20% | 52 19% | 32 15% | 42 15% | 49 18% | 42 16% | 44 17% | 24 18% | 15 17% | 45 27% | 48 18% | 32 19% | 56 17% |
| Never heard of Michael Ancram | 426 43% | 157 32% | 269 53% | 60 54% | 99 52% | 93 49% | 73 43% | 38 29% | 63 31% | 72 30% | 115 42% | 104 50% | 134 48% | 99 37% | 122 47% | 121 49% | 57 41% | 27 30% | 61 37% | 107 41% | 62 37% | 138 42% |
| Don't know/ refused | 42 4% | 13 3% | 29 6% | 6 5% | 8 4% | 5 3% | 7 4% | 5 4% | 10 5% | 12 5% | 10 3% | 8 4% | 13 5% | 12 4% | 11 4% | 6 2% | 10 7% | 3 3% | 5 3% | 9 3% | 3 2% | 15 5% |

Opinion Poll

Fieldwork : October 3rd-5th 2003

Absolutes/col percents

Table 16

Q.8 Likelihood of voting Conservative if Iain Duncan Smith replaced by Kenneth Clark**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 | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 |
| More likley | 279 | 170 | 109 | 15 | 34 | 56 | 53 | 45 | 75 | 88 | 74 | 53 | 63 | 85 | 84 | 59 | 37 | 14 | 73 | 54 | 64 | 87 |
| | 28% | 35% | 21% | 14% | 18% | 29% | 31% | 34% | 37% | 37% | 27% | 26% | 23% | 32% | 32% | 24% | 27% | 15% | 44% | 20% | 38% | 27% |
| No difference | 387 | 170 | 217 | 43 | 84 | 80 | 63 | 47 | 70 | 88 | 112 | 79 | 108 | 90 | 100 | 97 | 55 | 46 | 38 | 131 | 60 | 125 |
| | 39% | 35% | 43% | 39% | 44% | 42% | 37% | 36% | 35% | 37% | 40% | 38% | 39% | 34% | 39% | 39% | 40% | 51% | 23% | 50% | 35% | 38% |
| Less likley | 193 | 98 | 94 | 16 | 36 | 32 | 36 | 30 | 43 | 41 | 57 | 41 | 54 | 57 | 47 | 51 | 25 | 13 | 46 | 45 | 31 | 64 |
| | 19% | 20% | 18% | 15% | 19% | 16% | 21% | 23% | 21% | 17% | 21% | 20% | 19% | 21% | 18% | 21% | 18% | 14% | 28% | 17% | 18% | 20% |
| Never heard of Kenneth Clark | 102 | 41 | 61 | 29 | 26 | 19 | 15 | 6 | 7 | 9 | 29 | 26 | 38 | 22 | 15 | 36 | 15 | 14 | 8 | 25 | 12 | 35 |
| | 10% | 8% | 12% | 26% | 13% | 10% | 9% | 5% | 4% | 4% | 10% | 13% | 14% | 8% | 6% | 14% | 11% | 16% | 5% | 9% | 7% | 11% |
| Don't know/ refused | 39 | 11 | 28 | 7 | 12 | 5 | 5 | 3 | 7 | 12 | 5 | 8 | 13 | 12 | 12 | 6 | 5 | 3 | 1 | 8 | 3 | 14 |
| | 4% | 2% | 6% | 7% | 6% | 3% | 3% | 2% | 3% | 5% | 2% | 4% | 5% | 4% | 5% | 3% | 4% | 3% | 1% | 3% | 2% | 4% |

Opinion Poll
Fieldwork : October 3rd-5th 2003

Absolutes/col percents

Table 17

Q.8 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 | 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 | Swing Voters |
| Weighted base | 1000 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | 166 | 263 | 170 | 324 |
| Right thing | 409 | 215 | 194 | 47 | 95 | 74 | 72 | 61 | 60 | 88 | 125 | 91 | 105 | 99 | 111 | 110 | 54 | 36 | 68 | 148 | 47 | 132 |
| | 41% | 44% | 38% | 42% | 49% | 39% | 42% | 47% | 30% | 37% | 45% | 44% | 38% | 37% | 43% | 44% | 39% | 40% | 41% | 56% | 28% | 41% |
| Wrong thing | 503 | 244 | 258 | 58 | 83 | 98 | 85 | 58 | 120 | 132 | 133 | 93 | 145 | 145 | 122 | 122 | 69 | 45 | 84 | 96 | 111 | 164 |
| | 50% | 50% | 51% | 53% | 43% | 51% | 50% | 44% | 59% | 55% | 48% | 45% | 52% | 54% | 47% | 49% | 50% | 50% | 51% | 36% | 66% | 51% |
| Don't know | 88 | 30 | 58 | 6 | 14 | 20 | 14 | 12 | 21 | 18 | 24 | 26 | 26 | 22 | 25 | 18 | 14 | 9 | 14 | 20 | 12 | 28 |
| | 9% | 6% | 11% | 6% | 7% | 10% | 8% | 9% | 11% | 8% | 7% | 12% | 9% | 8% | 10% | 7% | 10% | 10% | 9% | 7% | 7% | 9% |